

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CXXI, No. 2

NEW YORK, OCTOBER 12, 1922

10c A COPY

B. A. I. S. 1918 with
N. W. Ayer & Son



An end to faucet falsehoods

THE label on the "hot" faucet used to be a snare and a delusion. Gayly whistling at the anticipation of a hot bath, one would wait and wait and wait, hoping . . . and then either chuck it or take a cold one. Hot water, prompt and plentiful at the turn of the faucet, used to be a luxury confined to the affluent. Now it is a commonplace in a host of homes the country over. And the faucet doesn't lie.

The Pittsburg Automatic Gas Water Heater makes faucets tell the truth. It is this tale of the honest faucet that we have been telling for the Pittsburg Water Heater Company, of Pittsburgh, Pa., for the past four years.

The story of comfort and convenience and economy, for the Pittsburg costs surprisingly little and is a great gas saver, has been an interesting one, not only in the telling, but in the reading of the results that it has brought.

Results have shown that to a lot of people the name "Pittsburg" means more than smoke—it means hot water at the turn of the faucet.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

The One Point of Difference

In most respects the farmer is just like any other business man.

He wears the same kind of clothing.

He drives the same kind of car.

He goes to the same movies, hears the same radio concerts and votes the same straight party ticket.

There is, however, one essential point of difference. You might call it a little matter of literary taste.

Although the farmer reads many of the same books and magazines other business men do, he puts his real faith in the publications edited expressly for farmers.

In the first place, the farm papers hold more news that interests him directly.

And then, again, he has greater confidence in news handled from the farmer viewpoint.

Two million prosperous farmer families read the Standard Farm Papers.

They read the advertising with just as much interest and just as much faith as they do the news.

When the two million farmer families go to the city to do their shopping, they buy the goods they know by name.

They will know your product by name if you send them a direct message through the Standard Farm Papers.

A market of two million families is too big to be overlooked.

The Standard Farm Paper Unit

The Flexible national medium with local prestige

A. B. C. Circulation 2,000,000

All Standard Farm Papers are members of the Audit Bureau of Circulation



The Breeders' Gazette

Established 1881

The Nebraska Farmer

Established 1859

Wallaces' Farmer

Established 1895

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

The Farmer's Wife

Established 1900

Hoard's Dairyman

Established 1870

Progressive Farmer

Established 1886

Birmingham, Raleigh,

Memphis, Dallas

The Michigan Farmer

Established 1843

The Ohio Farmer

Established 1848

The Wisconsin Agriculturist

Established 1877

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1884

Eastern Representatives:

WALLACE C. RICHARDSON, INC.,

95 Madison Ave.

New York City

Western Representatives:

STANDARD FARM PAPERS, INC.,

1100 Transportation Bldg.,

Chicago

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXI

NEW YORK, OCTOBER 12, 1922

No. 2

A Fiction Writer's Advice to Advertisers

Try Always to Have Your Copy Written by an Interesting-Minded Man

By Julian Street

THE foregoing title is not mine, but was supplied by the editor of PRINTERS' INK, who happened to know that before attempting to write stories, travel books and novels I attempted to write advertising.

I was young then, and was not too familiar with the subtleties of the craft; nor am I now fully acquainted with them; but I have thought a great deal about advertising, and some of the things I have thought may be worth setting down.

Because of the limitations surrounding the writing of advertisements it seems to me in many respects more difficult to write first-rate advertisements than to write a first-rate short story.

The story-writer discovers a situation or a set of characters that interest him, and these he develops in his own mind to the full capacity of his imagination, believing that because they interest him they will interest others. He is free to select his subject, the one question he need ask himself being: Is it interesting? The advertisement writer, on the other hand, does not select his subject, but has it assigned to him. Like a newspaper reporter sent out to cover a story, he must write, not about what interests him most, but about anything he is employed to put his pen to. It becomes his duty so to think around his subject, so to explore it for pleasing avenues of verbal egress, so to contribute himself to it, that what

he writes shall be interesting whether the subject is in itself interesting or not. Theoretically, indeed, his writing ought to be *more* interesting than the fiction and articles with which his advertisement must compete in a magazine. It ought to be more interesting because advertising has to overcome, in the average reader, a resistance which articles and fiction, designed to entertain, are not (we hope!) required to meet. And besides being interesting it must, of course, have a definite commercial effect.

The proper study of mankind is not soap or boiler tubes or axles or patent wall-board, but Man—or, as Mark Twain called us in the mass, "the damned human race." Mankind, having continually to deal with mankind, is more easily interested in mankind than in any other thing. Anyone who is not profoundly interested in the study of his fellow beings is, of course, out of contact with the world in which he lives. That is why it is easier to interest a member of the human race in a story about members of the human race than in the advertisement of some industry or manufactured article.

True, your fiction story or article may have some underlying purpose, as has your advertisement. The writer may have meant it as a parable through which should be revealed some thought of his about mankind, or a section of mankind. But we

readers of books and magazines know generally that authors have no axe to grind; if they have motives other than to entertain, those motives are almost never ulterior. The writer of advertisements we however suspect, because we know that he is paid to interest us, perhaps against our will, in some commercial matter, and that behind all advertising lies the self-interest of the advertiser.

And there is another difficulty that the writer of advertisements must meet. His "client" is likely to be more difficult to deal with than an editor.

The editor is an editor because he knows how to select stories and articles for his magazine, but the advertiser is not an advertiser because he knows how to select advertising agents or advertisements. He is an advertiser because he has built up an industry, or manufactured an article, which he wishes to make more widely and more favorably known. In advertising his company or his wares he is in a position like that of a man discussing the woman with whom he is in love. He is more interested than anybody else in the topic; he is prejudiced, but he cannot be relied upon to understand that this is so. His judgment as to the best means for advertising his company or product may easily be warped by too close acquaintance with the subject. There is always the chance that he will be like the man who could not see the forest because of the trees, and that in selecting an advertising agent he will pick the one whose plan most nearly follows the line taken by his own mind—whereas a new and creative mind applied to his problem might contribute ideas infinitely more valuable. Therefore, if I were an advertiser, I should beware of the agent who seemed to play up to my ideas as a portrait painter plays up to a prospective sitter. It is harder for the agent to fight the advertiser than to agree with him. Of course, he may be wrong, but we should respect him for fighting for the plan in which he believes.

The advertiser is likely to feel that, having "grown up with the business," learning it from top to bottom, he understands it better than the agent or the advertising writer can ever understand it.

THE ADVANTAGE OF HAVING A MIND FRESH FOR THE TASK

That may or may not be true. It depends upon the quality of the men involved. If there is an advantage in knowing all about a given subject, there may also be an advantage in knowing nothing about it—in coming to it with an observant eye, a mind trained and unprejudiced, and a determination to see things broadly as they are. It is the swift-flying airman who gets the bird's-eye view. But he must know how to fly and how to see.

In my literary experience I find parallels illustrating the point I wish to make.

My book, "Mysterious Japan," represents two years' study and labor, but only about two months spent actually in Japan. When I went to Japan to gather material, old-timers there assured me that the only way to write a worthwhile book on Japan was to live there for many years.

That, I admit, is one way, but it is not the only one. The other is to spend, say, forty years in training the faculties for observation and investigation, and then take a bird's-eye view—not too short, but not too long.

Authors working by the first method have produced some valuable travel books—also some very heavy and technical ones. Authors working by the second method have likewise produced some valuable works—and some trivialities. The fact remains, however, that the most readable travel books, those giving the best general pictures of places, have not as a rule been written by old residents, but by inquisitive and interested visitors.

To say that a book is readable is not to say that it is trifling. Humor has never been crowned in our literature as it deserves to be crowned. A great humorist



Watching the Wheels Go 'Round!

Wm. G. Shepherd (one of the greatest newspaper writers in the world) has a commission from us for twelve articles—one a month for a year—in which he is going to analyze twelve of the greatest preachers in the United States and show what made them successes; how and what they think; where their congregations come from and why.

Every one is a lesson in *SUCCESS*.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

Watch the Christian Herald editorially.

Forms Close 18 Days Before Date of Issue
52 Issues—Subscription Price, \$2.00

must be a philosopher. Mark Twain was a philosopher; so are George Ade and Peter Finley Dunne; so in a lesser degree was O. Henry. I am not at all sure that O. Henry is as great a literary figure as is commonly supposed, but I am very sure that George Ade and Peter Dunne deserve appreciation of a higher kind than is commonly accorded them.

PONDEROUS WRITING MAY DELUDE WRITER

Ponderous writing does, to be sure, sometimes create an illusion of importance. Manner sometimes becomes confused with matter. It cannot, however, be disputed that big, rumbling books, novels with big dramatic themes and big dramatic scenes—the fight in the quarry by moonlight, and all that—are the easiest to write. Tragedy and drama are easier to write than comedy, whether in a novel or a play. An ordinary drama, depending for success upon situation rather than upon treatment, may be staged after two weeks' rehearsals, but the performance of a comedy must be more finished, and more rehearsals are required. Whether in fiction or in advertising, "punch" is more easily achieved than brilliance, and being commoner, it is, I think, in many instances less valuable.

To tell a thing in many words is easier than to tell it in few. Restraint is one of the rarest of literary gifts. Nine out of ten successful novels would be better for cutting. So would most short stories. Some of the most widely known writers of fiction, men and women of high reputation, pack their works with anti-climax, and fail lamentably to use the art of suggestion, which is at times so much more effective than plain statement, because it enlists the imagination of the reader on the author's side.

Frequently, though not always, it seems to me that in advertising copy the above-mentioned faults are exaggerated. I still remember with pleasure the Macbeth lamp-chimney advertisements, which

boasted so little and hinted so much. There is not nearly enough of the light touch in advertising. A large part of it strikes me as on the one hand heavy, or on the other, inane.

There is too much thundering and not enough wit, delicacy and reserve. Often there are too many words, and the words are too frequently pale from exposure—like cheap chintzes robbed by the sun of their pattern and their color.

But I have rambled away from the thing that I was speaking of—the danger that the advertiser may be hampered by his too great knowledge of his business and of the thing to be advertised.

Again let me illustrate from my own experience.

Because I used to write advertising, it was suggested that I outline some advertisements for my novel, "Rita Coventry," and this I did. My advertisements were, however, unanimously rejected by my publishers and their advertising agents. And though I still *feel* that mine were better than theirs, my judgment tells me that probably they were not.

Quite aside from the matter of good taste, the rules of which I have shamelessly violated in this article (for I remember that Disraeli tells us that "the author who speaks about his own books is almost as bad as the mother who talks about her own children")—quite aside from the matter of taste, an author is not as a rule qualified to express himself about a work of his own. His novel is his child; he created it and loves it; and love if not altogether blind is at best myopic.

Yet to look at the matter from still another angle, have I not here shown myself a rather adept advertiser of my books—having mentioned the two latest?

Another thing that makes the narrow path of literature seem to me pleasanter than the wide road of advertising is the fact that on the narrow way, competition is less keen. A big manufacturer, contemplating an advertising "campaign," will consult many agents

(Continued on page 179)



"I betcha use it 'cause it tastes good"

"I betcha I don't."

"I betcha you wouldn't use this here tooth paste if it didn't have a good flavor."

"Oh, sure it's got a good flavor and it makes a fellow's mouth taste nice and clean too, but I betcha you don't know where I got wise to it."

"I give up. Where?"

"I saw it advertised in THE AMERICAN BOY and then I saw it down at the drug store."

"Well, if you like it I'll get me some. I don't like the kind dad and mom use. I hate it."

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World"

is a positive influence for habits of good hygiene with its great and growing army of readers. Its specially written stories and articles help boys to think along lines that establish in them right principles of living. They are particularly open to suggestion.

Its advertising columns offer a splendid medium for planting in eager, seeking young minds the virtues of toilet accessories that make the body clean, sweet, healthy and vigorous.

Closing date for the December issue is October 20th.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago

In one week's issue of America's largest weekly

A characteristic group of advertisements

Ten different campaigns in the September 30th issue of the Saturday Evening Post exemplify the work of this agency in current publications—

Fleischmann's Yeast, Raynsters, Swift's Premium Bacon, Royal Electric Cleaner, Printz Coats, Suits and Dresses, Klearflax Linen Rugs and Carpeting, Barreled Sunlight, Brer Rabbit Molasses, Dr. Scholl's Foot Comfort Appliances, Carter's Knit Underwear.

What a scientist found in Mrs. N...
a startling revelation of the dangers of modern life

ROYAL Electric Cleaner
Takes out all dirt and grease
Leaves your clothes as good as new

Printz Coats
In your city now!
A feature showing of these unusual PRINTZ Coats

Carter's Knit Underwear
Everytime you're
at work your clothes are
your comfort too. Dr.
Scholl's Foot Comfort

Barreled Sunlight
The most effective disinfectant
for your home and business



Dr. Scholl's Arch Support

—adjustable to any foot condition—

Dr. Scholl's Arch Support is a new and revolutionary discovery in the treatment of foot ailments. It is a simple, effective, and comfortable device that can be worn by anyone, at any time, and in any place. It is made of a special material that is soft and pliable, yet strong and durable. It is designed to support the arch of the foot, and to relieve the strain and pain that is caused by flat feet, high arches, and other foot conditions. It is a true blessing to those who suffer from these ailments, and it is a must-have for everyone who wants to keep their feet healthy and comfortable.



A sure guide where even experts fail

Raynsters is a new and revolutionary discovery in the treatment of foot ailments. It is a simple, effective, and comfortable device that can be worn by anyone, at any time, and in any place. It is made of a special material that is soft and pliable, yet strong and durable. It is designed to support the arch of the foot, and to relieve the strain and pain that is caused by flat feet, high arches, and other foot conditions. It is a true blessing to those who suffer from these ailments, and it is a must-have for everyone who wants to keep their feet healthy and comfortable.

Raynsters
The J. Walter Thompson Company

A BEEKMAN ARMS BEDROOM

with a useful way of Klammer



The BEEKMAN ARMS BEDROOM is a new and revolutionary discovery in the treatment of foot ailments. It is a simple, effective, and comfortable device that can be worn by anyone, at any time, and in any place. It is made of a special material that is soft and pliable, yet strong and durable. It is designed to support the arch of the foot, and to relieve the strain and pain that is caused by flat feet, high arches, and other foot conditions. It is a true blessing to those who suffer from these ailments, and it is a must-have for everyone who wants to keep their feet healthy and comfortable.



The flavor you have missed

is the flavor of the new and revolutionary discovery in the treatment of foot ailments.

New Rabbit Minkons



RAISED TO A NEW IMPORTANCE IN THE LIVES OF MILLIONS

Glenn has found in the families of the world a new and revolutionary discovery in the treatment of foot ailments.

is a true blessing to those who suffer from these ailments, and it is a must-have for everyone who wants to keep their feet healthy and comfortable.

Glenn

The J. Walter Thompson Company

has grown large by intensive work on a small number of accounts.

Glenn

The J. Walter Thompson Company

has grown large by intensive work on a small number of accounts.

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The J. Walter Thompson Company

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Glenn

The J. Walter Thompson Company

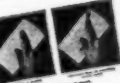
has grown large by intensive work on a small number of accounts.

Glenn

The J. Walter Thompson Company

has grown large by intensive work on a small number of accounts.

Glenn



Before you buy paint

make this simple test

The J. Walter Thompson Company

has grown large by intensive work on a small number of accounts.

Glenn

The J. Walter Thompson Company

has grown large by intensive work on a small number of accounts.

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The J. Walter Thompson Company

has grown large by intensive work on a small number of accounts.

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The J. Walter Thompson Company

has grown large by intensive work on a small number of accounts.

Glenn

J. WALTER THOMPSON COMPANY

Advertising

NEW YORK CHICAGO BOSTON CINCINNATI CLEVELAND LONDON

Can the American Manufacturer Force Styles?

Advertising and Painsaking Effort Suggested as a Means

VOSS & STERN
SPECIALISTS

LACES, EMBROIDERIES, CHIFFONS, NETTINGS, CREPES, NOVELTY COTTON FABRICS
NEW YORK

Editor of PRINTERS' INK:

FROM the viewpoint of firms such as mine, your recent article by Earnest Elmo Calkins—"Fashion vs. Advertising"—is the most interesting of many, many issues. I doubt if there is a single progressive manufacturer or jobber in the textile and women's wear field who has not asked himself and his associates at some time or other the questions that Mr. Calkins brings up in regard to the constantly changing styles of feminine dress.

There is, for instance, the question of lace. Years ago, before the introduction of silk underwear, cotton was the universal fabric for this purpose and no bit of lingerie could be offered that was not trimmed with quantities of lace or embroidery. In consequence, the business of the lace houses was really tremendous.

With the advent, however, of silk underthings and the gradual elimination of the petticoat, this volume of trade fell off to a most alarming extent and the companies whose business had been exclusively lace were forced to add new lines of cottons, silks and novelties to their stocks. Today

the situation is still much the same and the question has been repeatedly asked by those interested—if it were not possible through some means of advertising or promotion to turn back the years to the point where lace—the material that should so appeal to the feminine heart—would not again become the essential trim-

ming for underwear. Of course, it is used extensively, but in comparison to its lavish use of ten to fifteen years ago, the present consumption is small. A return to sheer cotton undergarments might bring this about, but who would undertake to convert women from silk?

The manufacturer, importer or jobber who undertakes to set a fashion in women's clothes, either in the kind of fabric used or the style of cut, will have his ef-

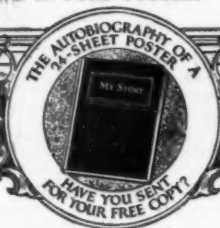
forts watched by a host of others in adjoining fields, and if he is successful, the floodgates will be opened for a tremendous volume of advertising.

And that he would be successful is not beyond reason. Analyze for a moment what brings about the extended adoption of any style or any fabric by women. It is, in the final analysis, merely the word of a certain number of people that such and such is the vogue. Were a store to offer long dresses without the previous announcement that it was the style in Paris few, if any, would buy. The printed page says it is, there-

[EDITORIAL NOTE.—The question whether advertising to women can overcome the power of Paris, the influence of a mysterious somebody who decrees that hair shall be bobbed or skirts be long, brings this interesting comment from the advertising manager of a prominent lace house. The war against the red flannel shirt and long "unders" by B. V. D. and others, the battle against starch by Van Heusen, and scores of others, have been helped tremendously by advertising. Men react. Can women's styles be changed? Mr. Smith suggests "publicity." If he means word-of-mouth advertising he is talking about the most powerful force paid advertising develops.

If he means the hiring of press agents, he might well inform himself about some of the more noteworthy examples of the scores of failures to change public opinion, by free reading notices sneaked into print for a purpose.

"I AM THE PUBLICATION WITH THE HUGEST CIRCULATION. MORE THAN 60,000,000 PEOPLE SEE ME EACH MONTH. MY "TYPE PAGE" IS 234 INCHES WIDE AND 104 INCHES HIGH. I HAVE NOTHING TO SELL BUT FRONT COVER ADVERTISING IN FULL COLORS."



THE above is a quotation from "MY STORY," which is published by the Nordhem Company to create a better understanding of poster advertising among business men.

To complete the picture requires a better understanding of Nordhem Service, as well. That, briefly, consists of surveying the selling field, planning the poster campaign, designing, making, placing and checking the posters.

IVAN · B · NORDHEM COMPANY

Poster Advertising in the United States and Canada
8 West 40th Street, New York City

Chicago

Pittsburgh

fore it is. The buying public is not in touch with Paris. It does not read the trade papers, it does not in general attend the style shows nor the theatres where the leading actresses wear some startlingly new frock from abroad. It accepts styles on hearsay, and then goes to a shop and buys, generally, what is offered by those who are promoting the idea.

And the original sources of this hearsay—the writers for these papers have space to fill. They see a certain number of frocks worn by manikins and a great many less worn by women of fashion. The pictures taken are largely professional and so is the publicity. It is all a set game, deliberately played by the insiders and carried on by the outsiders who consciously or unconsciously promote the general idea fostered by the originators. It is the same process as you find in Wall Street. Those on the inside drop a tip or force the market and then let the public do the rest.

Now then, with the whole idea of style a deliberate, studied proposition in its beginning, what is to prevent anyone with sufficient knowledge of the game and with sufficient funds, which need not be particularly large, from going into it himself? Outsiders do often break into the stock market most successfully, and they can also force the style game. It is not, however, a matter of advertising—it is a matter of publicity and merchandising, coupled up with a certain amount of advertising. The public must not for a moment be let in on the proposition that anyone has a hand in it. After the ball start to rolling, then considerable impetus can be added by advertising, but the initial push must be adroit.

Assuredly it would be possible for any American merchant to create a style or a demand for anything at all from the feminine buying world but he would have to put clever, painstaking, and above all, determined people at work to do it.

Style is necessary to the life of business, and the more varied the styles the more trade there

is to be had. Apropos of this is the story of how at the beginning of the World War there was a sudden wave of economy on the part of women. They would buy no new frocks, the old ones were good enough, but they reckoned without Paris. The style had been for tight skirts. Paris suddenly came forth with full skirts, in great profusion. The result was easily guessed. Despite the moral value of economy, women had to buy new things. There was too great a difference between the old and the new to be disguised with mere trimming or rearrangement. And the couturiers did business despite the war. We cannot do without a constant change in style, whether it is automobiles, straw hats or frocks, but it is not particularly edifying to follow rather than lead.

Yet, on the other hand, does it really make any difference whether America sets the style or not, so long as styles are set anew every so often? Nothing would more stagnate trade in general than a single standard in dress lasting for years. Clothes would then have to wear out, with a consequent lessening of turnover for every business connected with the supply of women's wants. Taking the trade as a whole, it makes little difference, but taking the component parts individually, it may mean a vast loss or profit. If any one of the components, therefore, can see a decided advantage in the creation of a certain mode, like the dress and suit manufacturer in Mr. Calkins' story, he can certainly bring it about, provided he wants to go to sufficient trouble (not necessarily expense) to do it.

VOSS & STERN,
WILLARD K. SMITH,
Advertising Manager.

The Lewistown, Mont., *Democrat-News* has appointed M. C. Mogensén & Company, Inc., San Francisco, newspaper representatives, as its representatives.

Alwin J. Schied, secretary, Wortman, Corey & Potter, Utica, N. Y., advertising agency, has his headquarters in the Syracuse office of that agency.



Equitable Life of Ia. 18-story office building.

Four Large Office Buildings Going Up in Des Moines

IN addition to the \$2,000,000 Equitable Building pictured above, three other large office buildings are under construction in Des Moines. Other building activities include a \$750,000 apartment, two high schools, several factories, the Wakonda Country Club, costing \$700,000, and hundreds of residences.

*To better your business in Des Moines
and Iowa schedule your campaign for*

DES MOINES REGISTER AND TRIBUNE

Read in over 120,000 Iowa homes Daily and Sunday.

What the People in a Million Homes will Read to Night



Warren

What has the presidency done to Warren, the folksy man from Marion? No man, they say, can be "Mr. President," and remain the same. Boyden Sparkes, who knows the President intimately, gives you in this week's Collier's a delightful close-up view of what the dignities and responsibilities of the White House have done to him.

The Gray Ghost Returns

The first of a new series by Arthur Somers Roche in which the most famous criminal in fiction returns to again pit his audacious cun-

ning against the brains and courage of his old enemies Pelham and Jerry Tryon.

Why My Buddies Will Strike Again

Whiting Williams has been in overalls for Collier's again—this time at risk of his life among the railroad strikers and "scabs." Perhaps no man in the country is better informed today on all sides of the railway labor problem. His articles in Collier's will give you the facts you must have when you think about the railroad tangle.

And These:

On Behalf of the Boobs, By Earl Derr Biggers

The Rich Man's Daughter, By Dana Burnet

High Hurdles, By Joseph Husband

Uncle Henry on the Tariff

How Long Do You Want to Live?

By Frederick Palmer

Why Collins says: "Let's Shake Hands"

By Norman Beasley

Collier's Editorials

Cartoon by J. N. Darling

Every week the readers in more than a million homes find in Collier's a personal, useful interpretation of America's problems—a million homes that provide a vast, living market for your product.

Collier's

THE NATIONAL WEEKLY

The Crowell Publishing Company
381 Fourth Avenue, New York, N. Y.



*The Hub
at Baltimore, Charles
and Fayette Streets,
specializes in Ready-
to-Wear Merchandise
for Men, Women and
Children.*

The Hub Expresses an Opinion—

THE Hub believes in "looking ahead."

It is one of those far-seeing business concerns that is just as ready to establish a precedent as to follow one.

To realize their dreams of a tremendously bigger business future, contract for newspaper space has been taken for a page a day five days a week for fifty-two weeks.

This contract is with the NEWS.

If a larger regular space contract has ever been made by any Baltimore advertiser we do not know about it.

Maybe you have been wondering what some of our own Baltimore business folks think of the NEWS as an advertising medium—

Can you ask for a more definite opinion than this which The Hub has so eloquently expressed?

The NEWS, and its morning associate, the AMERICAN, reach practically every buying home in Baltimore and close vicinity every day. Combined rates for 1,000 line contract are 30c daily, Sunday, 35c; Sunday American Rotogravure, 35c per line flat.

THE BALTIMORE NEWS

Evening Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

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Keeping the Salesman's Interest in the Advertising Alive

How the Westinghouse Company Gets Its Sales Force to Suggest Advertising Ideas

IT has often been pointed out that salesmen sometimes know less about a product they are selling than about the advertising campaign used to help them sell. A consumer, too, is often several steps ahead of the salesmen in the matter of an intimate knowledge of the product. Years of advertising directed at him has brought this about. Many a salesman, on the other hand, can point out that his advertising department has fallen into a rut. He is apt to ask why some of the things he discovers on the firing-line are not put into the copy which reaches the consumers of the product as well as the dealers. The answer is that the more closely affiliated the sales and advertising departments are, the more efficiently both of them will work. Unless sales are married to advertising, and unless each department backs up the other, valuable potential energy is lost. The yardstick by which all advertising must be measured is more sales.

The Westinghouse Electric & Manufacturing Company in its effort to bring about the coordination of sales and advertising so devoutly to be wished for has adopted a plan that has brought some interesting results. It was the thought of the company that new and better sales arguments would work equally well in both departments. New viewpoints were essential for both depart-

ments if they were to work closer together.

A year ago the first Westinghouse institutional advertising contest was held. Its aim was twofold: To stimulate the interest of the field forces of the company in the company's advertising and to

Our Salesmen Remind Us of Our Opportunities



Westinghouse

THE ADVERTISEMENT WHICH REPRODUCED THE COPY SUGGESTIONS OF COMPANY EMPLOYEES

get new advertising ideas for development. In the first contest it was decided that the story the company was to tell was of the great service which electricity had brought and was bringing to industry, and incidentally to show the intimate connection of the Westinghouse company to this great development.

The contest was announced to the salesmen and their co-opera-

tion urged. Cash prizes were offered for the best idea and method of presenting the story which had previously been decided upon. It was specifically stated at the time that the finesse of layout and the perfection of the copy submitted by contestants would be subordinate to the worth of the idea turned in. "This was done," says a representative of the company, "in order not to penalize men who visualized a real advertising story and who might be unable to make a sketch that would be presentable, and might fear to send in copy because it might not be published as he wished."

A double-page spread, as worked out by the winner of this contest, was used in a list of magazines of large circulation. It was called the "Electrification of Industry," and was distinctly institutional in character.

The results of last year's contest were so gratifying in the interest they aroused that the company decided to go a step farther in its idea this year. Instead of giving the salesmen a subject, it was decided to let the contestants among the sales force choose their own subject. It was thus hoped to obtain a variety of fundamental ideas for future development. An announcement signed by the acting vice-president told that at a meeting of the domestic sales committee it was decided to obtain "from the domestic sales force at headquarters and in the field sales offices, ideas for two institutional advertisements."

Specifications as to the size and color of these advertisements were then given and the subject was described as institutional in nature, "To treat of large economic and nationally vital subjects to which Westinghouse has contributed, or is contributing by virtue of her leadership in the industry."

"As a stimulus to serious thought on the above advertisements," it was said, "it has been decided to set up a competition open to any and all members of the domestic sales organization (except members of the depart-

ment of publicity)."

Prizes of a size large enough to interest almost any member of the organization were then announced and it was stated that "the value of the idea and the text rather than the artistic form and outline, will be the determining factor in awarding the prizes."

ALL SORTS AND CONDITIONS OF CONTESTANTS

Interest in this contest was immediate. The extent may be judged by the fact that entrants included the vice-president of the company, several district managers, many departmental managers and even the office boy in one of the district offices. The winner was picked, and then followed the problem of how best to present the winning advertisement to the public. These difficulties and how they were met are described by a representative of the company as follows: "It was easy enough for the judges to decide who were the prize-winners in the contest, but when it came to reducing to a professional-looking advertisement the fundamental idea of the prize-winner, several difficulties were encountered. The chief difficulty was that anything which could be worked out satisfactorily adhering to the standard Westinghouse continuity, looked so little like the layout which was entered in the contest that it was felt that Mr. Perry, the prize winner, would hardly recognize his entry. Even so, it was reasoned that contests had been handled in just that way from time immemorial: a professional-looking advertisement with a cut-line buried somewhere proclaiming the advertisement to be the result of a contest, and more or less skepticism on the part of the reader, so the company decided to do just the opposite and show the reader the exact entries which were received. The advertisement as printed speaks for itself. It is an intentional and non-professional advertisement, within a professional advertisement, and its claim for attention has passed its originality in that direction. Being

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institutional in nature, its results are difficult, not to say impossible, to determine; but if conversations, hearsay and direct compliments are any criterion, the company feels that the advertisement was very successful."

In the many suggestions one idea seemed to predominate. From the standpoint of the average Westinghouse salesman, the big sales idea was that of sincerity in the company's service. The salesman's analysis of the company's advertising convinced him that this would make the best appeal.

The advertisement described carried the interesting and complimentary headline, "Our Salesmen Remind Us of Our Opportunities." In the "professional" advertisement which tied up those submitted by the sales force, the Westinghouse company said, "These advertisements were suggested by men who go out every day to sell Westinghouse products, who work and struggle daily with the details of prices and specifications and deliveries; whose whole time is spent in selling a selected few of the thousands of Westinghouse products. These men say, in effect, 'Tell people about our part in the building and electrification of homes, in the electrification of industry, and in the broadcast service that makes electrical apparatus of integrity and quality available to people all over the world.'

"They would have us speak of the economics and the production increases that electrification has brought to manufacturing; of increased safety for workers; of improved transportation on land and sea; of simplified and extended communication; of better and healthier living; and of the sincerity and earnestness with which Westinghouse views its great opportunities in the field of electrical service, whether expressed through the mediums of great turbines and generators or through a small device that heats a little water in a tumbler.

"Never, we believe, has Westinghouse failed to be conscious of its obligation to design and to build long and useful electrical service

into its every product. Nor can it be anything less than an inspiration to have our salesmen remind us that this is our first and greatest responsibility."

The names of the winners were given a prominent position at the head of the page.

In thus going through with the plan to its logical conclusion, honoring its salesmen who have won, both by prizes and by reproducing their advertisements, the Westinghouse company has a suggestion for other manufacturers. The trouble many times in the past has been that the same idea has been undertaken in a half-hearted manner. Suggestions have been invited from the sales force but that was an end of it. As soon as the sales force got the impression that the home office would scrap or ignore any advertisements they sent in, the value of the whole idea was lost. The advertising department which decides to ask of Jenkins of the sales force his opinion on the firm's advertising and then forgets his suggestions, is doing a whole lot to build up a stone wall between those two departments instead of drawing them closer together. The salesmen ought to be asked to collaborate in the preparation of the company's advertising—the prizes to be of sufficient importance to interest even the vice-president, and prompt use should be made of the winning suggestions.

The company which does not intend to go through to the consumer with its salesmen's ideas had better not start such a contest in the first place.

Advertising Pyrex Nursing Bottles, a New Product

The Corning Glass Company, Corning, N. Y., manufacturer of Pyrex ovenware and automobile headlight lenses, is conducting a newspaper campaign to advertise its new product, "Pyrex" nursing bottles. This campaign is being directed by the Federal Advertising Agency, Inc., New York.

Arthur Joyce, formerly with Donovan & Armstrong, Philadelphia advertising agency, has joined the editorial staff of the Philadelphia Public Ledger.

A.B.C. Convention in Chicago October 19 and 20

ATTORNEY GENERAL HARRY C. DAUGHERTY, Albert D. Lasker, head of the United States Shipping Board, and Capt. Norman Allen Imrie will be the speakers at the annual dinner of the ninth convention of the Audit Bureau of Circulations at Chicago, October 19 and 20. The A. B. C. convention will close what promises to be an important week for advertising and publishing men. The Agricultural Publishers Association, the Inland Daily Press Association and National Newspapers, Inc., will all hold meetings in Chicago during the week of October 15.

At the business sessions of the A. B. C. convention the question of excluding publications with free circulation will come up for discussion. Since last year's convention two mail votes on this question have been taken and the board of directors has passed a resolution to amend Section 1, Article II, of the By-Laws by inserting in the first line, following the word "publisher," the following words: "of a publication with paid circulation in accordance with the rules of the Bureau."

This resolution will come before the convention for approval or rejection, a two-thirds vote being required to adopt it.

The newspaper division of the Bureau will consider two proposals made by the general manager of the Fort Worth, Tex., *Star-Telegram*, which are as follows:

No. 1—"City Circulation." That the present rule of the Bureau, which gives to the publisher of a daily newspaper the option of showing his city circulation according to the so-called "metropolitan" plan, which does not segregate carrier, dealer, independent carrier, street sales and counter sales, be abrogated, and that hereafter all daily newspapers shall be required to show their circulation segregated under the above classifications.

No. 2—That the present rule of the Bureau which leaves it optional for the publisher of a daily newspaper to furnish with his annual audit report a list

of towns receiving twenty-five or more copies, be abrogated and it shall hereafter be mandatory upon all newspapers to supply this information.

The convention will open at 2:30 o'clock, Thursday, October 19, at the Hotel La Salle, with a series of departmental meetings discussing the problems of each division and electing candidates for directors. On Friday morning at 10 o'clock the annual meeting will be held at the Hotel La Salle.

The present members of the Board of Directors whose terms will expire at this meeting, and who will be reappointed or whose successors will be named, are:

O. C. Harn, National Lead Company, New York; Henry W. Schott, Seaman Paper Company, Chicago; L. L. King, Goodyear Tire & Rubber Company, Akron, O.; C. C. Younggreen, J. I. Case Plow Works Co., Racine, Wis.; G. Lynn Sumner, International Correspondence Schools, Scranton, Pa.; W. W. Wheeler, Pompeian Mfg. Co., Cleveland, O.; Ernest I. Mitchell, Mitchell-Faust Advertising Company, Chicago; A. G. Lincoln, *Post-Dispatch*, St. Louis; F. W. Stone, *American Review of Reviews*, New York; Marco Morrow, Capper Publications, Topeka, Kan.; W. A. Whitney, The Phelps Publishing Company, Springfield, Mass.; Mason Britton, McGraw-Hill Co., Inc., New York.

On Friday evening the annual dinner will take place at the Drake Hotel.

Birge W. Kinne with "American Agriculturist"

Birge W. Kinne has been appointed advertising manager of the *American Agriculturist*, New York. Mr. Kinne was recently New York advertising representative of the *Dairymen's League News*, Utica, N. Y.

Maker of "Kriss-Kross" Strop- per Appoints Agency

The Rhodes Mfg. Co., St. Louis, maker of Kriss-Kross stroppers for sharpening safety-razor blades, has placed its advertising in the hands of the Adamara Co., St. Louis advertising agency.

Sell Your Christmas Toys in Philadelphia

Last Christmas Philadelphians spent more than two millions of dollars just for toys—that Santa Claus might make youngsters happy.

If you sell toys and games there are one million children in and around Philadelphia who would enjoy them.

Santa Claus will visit practically every one of the 400,000 individual homes in Philadelphia this Christmas, and he will leave behind one or more playthings—in some cases a dozen different things.

Tell those who buy for Santa Claus this year about your toys and games—see that they ask for goods with your name or trademark on them.

If you sell radio apparatus, tell them about it also—for hundreds of boys and girls are interested in radio and want sets for Christmas—The Bulletin prints a daily radio news department.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



U. S. Post Office Report net paid daily average circulation for six months ending September 30, 1922—485,145 copies a day.

The circulation of The Bulletin is one of the largest in America.

New York—Dan A. Carroll, 150 Nassau Street

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryana, 125 Pall Mall, S. W. 1

Paris—J. J. E. Heasey, 5 Rue Lamartine (9)

(Copyright, 1922—Bulletin Company)

The First Medium in



1 DOT = 10,000
Circulation figures
from A. B. C. Dec. 1921



THERE are two kinds of dealers serving the farm trade—one the *specialist type*, who handles *only* drug store lines, groceries, hardware, implements, or lumber—the other the *general store keeper* who carries *everything* from feed and fertilizer to sugar, hair nets, tooth paste, implements and dry goods.

The first specializes and can push branded and advertised merchandise effectively, the second merely clears; he can give no special display or effort to advertised lines.

An advertising schedule placed in The Capper Farm Press assures the advertiser that he is not only covering that part of the United States where there is the greatest concentration of brand preference sales prospects who can be influenced in their buying thru advertising —

Circulation 1,556,473

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER

Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

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The First Farm Market



1 DOT = 100
Distribution of
Implements Dealers
according to Ross-Goulds

But it also insures that he is expending his appropriation in those states where there is the greatest concentration and the majority of the specialist type of dealers over whom it is most profitable to advertise.

In the 18 Capper Farm Press States are located 83 per cent of all the specialist implement dealers, and very high percentages of all other types of specialist dealers, such as hardware, drugs, groceries, lumber, etc.



The Capper Farm Press has a 42 per cent coverage in this first farm market. Its circulation in these states is twice that of any competing national farm publication, making it the *first medium in the first farm market*.

Line Rate \$8.15

M M Rate \$5.24

FARM PRESS

Marco Morrow
ASST. PUBLISHER

Nebraska Farm Journal-Missouri Ruralist
Pennsylvania Farmer-Ohio Farmer-Michigan Farmer.

In Chicago "NEARLY EVERYBODY READS THE DAILY NEWS"

*and Daily News advertising brings
customers to the seller*

According to the latest government census there are slightly more than 1,200,000 persons over ten years old in Chicago working at "gainful occupations."

With its yearly daily-average circulation of 401,698 copies, The Daily News has more than 1,200,000 daily readers.

The conclusion is obvious.

THE DAILY NEWS

First in Chicago

Direct Mail Advertisers Will Have Profitable Programme

Plans of Three Associations Promise a Convention of Keen Interest

THE annual convention of the Direct Mail Advertising Association, Better Business Letters Association and Association of House-Organ Editors will occur in Cincinnati October 25, 26 and 27. The programme, which is final except for minor changes that may be made, is given below. A feature of the programme that deserves commendation is this word, which precedes the list of speakers: "Every speaker listed below has definitely accepted his place on this programme. Barring unforeseen developments, he will be present to deliver his scheduled talk on his subject."

Wednesday, October 25.—Call to order by President Joseph Meadon, Direct-Mail Advertising Association. Address of welcome to Cincinnati. Response: Keynote speech of President Meadon. "The Broader Outlook of Business." Harry Tipper, manager, *Automotive Industries*. Discussion from the floor. "Advertising as Seen through the Eyes of a Sales Manager." Charles J. Crockett, sales manager, American Lady Corset Co., Detroit. Discussion. Adjournment.

Wednesday Afternoon.—"Increasing Dealers' Sales and Expanding Their Markets by Market Analysis, and Direct-Mail Advertising." Frank K. Starbird, sales director, Eastern Division, Firestone Tire & Rubber Co., Akron, O. Questions and answers from the floor. "The Background of an Unusually Successful Direct-Mail Plan." Joseph B. Mills, publicity manager, J. L. Hudson Co., Detroit, Mich. Discussion. "The Cash Value of a Good Mailing List in Your Business." Homer J. Buckley, president, Buckley, Dement & Co., Chicago. Discussion. "Securing New Dealers and Keeping Them." F. C. Kenyon, Jr., manager sales-promotion department, Congoleum Co., Philadelphia. Questions and answers from the floor. Adjournment.

Wednesday Evening.—Round Table Session, Better Letters Association, to be held in one of the auditoriums of the Music Hall. Admission for members of Better Letters Association group, and those directly interested in correspondence. Chairman, Frank W. Dignan, Director of Correspondence, and Department of Business Letter Writing, La Salle Extension University, Chicago. Subjects to be discussed: (1) Is the business world making any progress in the improvement of its letters? (2) Is correspondence supervision a living issue, or a dead one? (3) Can the Better

Letters Departmental do anything more than hold an annual meeting? (4) Swap-Fest on experiences and other subjects of vital interest to those present.

Round Table Session, Financial Group, to be held in one of the auditoriums of the Music Hall. Admission to delegates specifically interested in direct-mail publicity for financial institutions. Chairman, Thomas J. Kiphart, advertising manager, Fifty-third National Bank, Cincinnati; assisted by Gaylord S. Morae. Subjects to be discussed: (1) Planning direct-mail campaigns to stimulate savings accounts. (2) The background essential to successful financial direct-mail advertising. (3) Financial advertising and its possibilities. (4) General discussion on topics vital to the interests of those present by unanimous consent.

Round Table Session, House-Organ Editors, to be held in one of the auditoriums of the Music Hall. Admission to house-organ editors and members of the Association of House-Organ Editors. Chairman, Robert E. Ramsay, vice-president, James F. Newcomb & Co., New York; assisted by William Feather, president, William Feather Company, Cleveland. Subjects to be discussed: (1) Choice of name (also new characterization for term "House-Organ"). (2) Choice of size. (3) Preparation. (4) Reader interest—(a) copy, (b) use of humor, (c) use of artwork, (d) use of illustrations, (e) use of "locals." (5) Keeping the firm sold on the value of the house-organ.

Round Table Session, Production Group, to be held in one of the auditoriums of the Music Hall. Admission to service printers, letter shops and mail service organizations. Chairman, Byron A. Bolt, sales manager, R. R. Donnelley & Sons Co., Chicago. Subjects to be discussed: (1) The evil of expensive layouts submitted on speculation. How far should a firm go? Can it be remedied? (2) What essential qualifications should a printing house possess, and what organization should it have, to qualify as a direct-mail creator and producer? (3) What is necessary to educate the advertising agency that the direct-mail producing firm is one that co-operates, and in no way conflicts—whose work is heartily appreciated when understood by the agency, advertising manager, sales manager, and advertiser?

Round Table Session, Retail Group, to be held in one of the auditoriums of the Music Hall. Admission to those interested in retail direct-mail advertising. Chairman, Fred Harries, executive secretary, Cincinnati Retail Merchants' Association, Cincinnati. Talk by Joseph B. Mills, merchandising manager, J. L. Hudson Co., Detroit, Mich. Quiz, led by Mr. Enck. Talk by S. A. Linnekin, vice-president, Babson Institute, Wellesley Hills, Mass. Quiz, led by a merchant. Talk by Miss Irene Donath, of

New York. Quiz, led by Miss Coleman. Surprise entertainment by Cincinnati Entertainment Committee.

Thursday, October 26.—Inspection of exhibits. "Establishing a World Market During a Depression," Fred Y. Presley, general manager, Harvard Economic Service, Harvard University. Discussion. "The Value of Humor in House-Organ," George A. Mann, vice-president and sales manager, Wirthlin-Mann Co., Cincinnati. Discussion. "How Direct-Mail Advertising Helped Line Up, for a New Product, a Dealer Body That Sold Twelve Million Dollars' Worth of That Product during the First Six Months It Was on the Market," Walter K. Towers, advertising manager, Paige-Detroit Motor Car Co., Detroit, Mich. Discussion. Adjournment.

Thursday Afternoon.—"The Postage Stamp as a Junior Salesman," Stanley Twist, advertising manager, Ditto, Inc., Chicago. Discussion. "Why Some Letters Succeed: How You Can Put into Your Correspondence the Elements That Produce Results," Louis Balsam, executive secretary, Direct Mail Advertising Association. Discussion. "Using Direct-Mail Advertising to Sell Investment Bonds," A. E. Bryson, publicity manager, Halsey, Stuart & Co., Chicago, Ill. Discussion. "Some Observations on the Compilation of a Farm Mailing List," H. S. Van Scoyoc, director of publicity, Canada Cement Co., Montreal. Discussion. Adjournment.

Thursday Evening.—Informal banquet, Hotel Gibson.

Friday, October 27.—Inspection of exhibits. "Specific Direct-Mail Campaigns in a Highly Competitive Field; Why and How They Produced Results," George B. Hendrick, sales manager, W. L. Douglas Shoe Co., Boston. Discussion. "Some Direct-Mail Bank Advertising I Have Met," Frank J. Campbell, advertising manager, First National Bank, Detroit. Discussion. Adjournment for annual business meeting and election.

Friday Afternoon.—"A House-Organ That Brings Real Financial Returns; Why and How," A. B. Batterson, director of Advertising, Buick Motor Car Co., Flint, Mich. Discussion. "Wild Letters I Have Met," John B. Opdycke, faculty of New York University, New York. Discussion. "Increasing the Effectiveness of Direct-Mail Advertising by the Intelligent Use of Meritorious Photographic Illustrations: Several Specific Campaigns Discussed," Eugene Hutchinson, president, Photographic Illustrations, Chicago. Discussion. Report of Resolutions Committee. Announcing of contest awards. Reception of next convention city invitations. Adjournment.

Hastings Accessory Account with Critchfield & Co.

The Hastings Manufacturing Company, Hastings, Mich., manufacturer of automobile accessories, has placed its advertising account with Critchfield & Company, Chicago advertising agency. Critchfield & Company are also handling the account of the Cozy Baby Carriage Company, Minneapolis, Minn.

Friendly Contact with the Postal Service

OFFICE OF THE POSTMASTER GENERAL
WASHINGTON, D. C., Oct. 3, 1922.

Editor of PRINTERS' INK:

The article about Postmaster McCabe of Nashville is very interesting, and from reports I have received this postmaster is receiving the hearty co-operation of the business men in his section of the State. During the present administration we have been endeavoring to establish friendly contact between large mailers and the postal service and have taken pains to disseminate information of all sorts which might be of benefit to those who use the mails. Postmaster McCabe is taking a rather unusual means of carrying on his campaign of education, but I feel that the very novelty of his plan emphasizes the message which he tries to impart to the mailer.

HUBERT WORK,
Postmaster General.

Utica "Saturday Globe" Appointment

William H. Campbell has been appointed general manager of the Globe-Telegram Company, Utica, N. Y., publisher of the *Saturday Globe*. He succeeds Fred B. Stuart, who recently resigned to become associated with the Syracuse, N. Y., *Evening Telegram*. Mr. Campbell has been with the *Globe* in the past, and was also advertising manager of the Utica branch of the New York State Telephone Company, and in charge of publicity in the United States and South America for the Barber Asphalt Paving Company.

Farm Paper Advertisers with Charles Agency

The Hooker Electro-Chemical Company, Niagara Falls, N. Y., and the C. O. Jelliff Manufacturing Corporation, maker of harrows and wire goods, Southport, Conn., have appointed The Charles Advertising Service, New York, to direct their advertising. Both companies will use farm publications and in addition, the Hooker company will use fruit publications.

Burroughs Publications Appoint Chicago Representative

The Burroughs Adding Machine Company, Detroit, has appointed Wheeler & Northrup, Chicago, publishers' representatives, as Mid-Western representatives for its publications, *Burroughs Clearing House* and *Business*.

American Institute of Economics Appoints Fuller & Smith

The American Institute of Economics, New York, a service for executives on fundamental economic problems, has placed its advertising account with Fuller & Smith, Cleveland.

New Accounts with McKinney Agency, Chicago

The Herbert H. Frost Company, Chicago manufacturer of radio apparatus, has placed its advertising account with the McKinney Company, Chicago advertising agency. The McKinney Company is also handling the advertising of the Stemo Engineering Company, Dayton, O., manufacturer of gasoline gauges for motor cars. National magazines and trade papers will be used for both of these accounts.

J. J. Keith Advanced by Altorfer Bros. Company

J. J. Keith, formerly advertising manager of the Altorfer Bros. Company, Peoria, Ill., manufacturer of A. B. C. Washing Machines, has been appointed associate sales manager of the company. C. H. Sundberg has taken over the duties of Mr. Keith in the advertising department.

N-R-G Soap Account with Chicago Agency

Jenkins, Farson & Walberg, Inc., Chicago advertising agency, is placing the advertising of The N-R-G Company, Chicago manufacturer of "N-R-G" soap tablets. Newspapers are being used for this account.

Appointments by The Simmons Company

P. J. Marqua has been appointed director of advertising of The Simmons Company, Kenosha, Wis. He has been associated with the company for fifteen years, formerly as sales manager of the Middle West District and more recently as general sales manager in charge of brass beds and wood products.

R. W. Blair, who has been associated with the advertising department of The Simmons Company for seven years, has been appointed advertising manager.

G. N. Swett with "Cosmopolitan"

Gilbert N. Swett is now a member of the Eastern staff of *Cosmopolitan*, New York. He was formerly in the advertising department of the Prest-O-Lite Company, Inc., and before that field representative for the Victor Talking Machine.

Southern Peanut Growers Appoint Sales Manager

E. M. de Fencier, formerly with the Sun Maid Raisin Growers, is now sales manager of the Peanut Growers Exchange, Norfolk, Va. The exchange has a membership of 5,000 in the Virginia-Carolina peanut industry.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Financial Advertising Men Form Association

A specialized advertising association has been formed at New York under the name of the Association of Financial Advertising Services. This new association is composed of professional organizations serving banks, trust companies, financial houses and allied interests in connection with their advertising.

The organizations represented at the meeting were the Edwin Bird Wilson Advertising Company and the Bankers Service Corporation, New York; the Harvey Blodgett Co., St. Paul; William Ganson Rose, Inc., Cleveland; Purse Printing Company, Chattanooga, Tenn. and the Craddick Service, Minneapolis.

Edwin Bird Wilson was elected president, Harvey Blodgett, vice-president and G. Prather Knapp, vice-president of the Bankers Service Corporation, secretary-treasurer.

The board of directors is composed of the following: Edwin Bird Wilson, R. T. Purse, Harvey Blodgett, H. B. Craddick, R. B. Nisbet, Jr., and William Ganson Rose.

"Dairymen's League News" Appointments

D. J. Carter has been made editor and publisher of the *Dairymen's League News*, Utica, N. Y. He succeeds E. R. Eastman, who as reported in *PRINTERS' INK* of October 5, has become editor of *American Agriculturist*. Mr. Carter had been assistant editor of *Dairymen's League News*.

A. E. Carpenter has been made business manager of the *Dairymen's League News*.

Adamars Company Makes Additions to Staff

E. A. Cox, who until recently was connected with the Graphic Studios, St. Louis, has joined the plan department of the Adamars Co., advertising agency of that city. This agency has appointed W. H. Evans, formerly with the Buxton & Skinner Printing and Stationery Co., St. Louis, a member of the direct-mail department.

Oakland, Cal. Agency Obtains Tractor Account

The C. L. Best Tractor Company, San Leandro, Cal., has placed its account with K. L. Hamman, Oakland, Cal. advertising agent. The company advertises in engineering and road-building publications, lumber journals and Western farm papers.

T. A. Barrett Will Leave "American Agriculturist"

Thomas A. Barrett, for many years business manager of the *American Agriculturist*, New York, has resigned, effective about January 1, 1923.

Agency Service Organized in Philippines

An organization has been formed in Manila, P. I. under the name of the Philippines Agency Service Company. This organization will place advertising for agencies in other countries, make surveys, furnish credit, sales and advertising reports, and give photographic service.

The organizers are F. Theodore Rogers, formerly of the Manila *Philippines Free Press*, North W. Jenkins, business manager of the Manila *Times* and *Times Press*, and F. J. Herier, general sales and advertising manager of the Pacific Commercial Company.

Baltimore to Have a Scripps Newspaper

Plans have been made for the launching of a Scripps-McRae newspaper at Baltimore under the name of the *Post*. It will be tabloid size and will be a six-day publication. Publication will begin as soon as mechanical equipment already in Baltimore can be installed.

J. P. Flagg, formerly business manager of the Los Angeles *Record*, will be business manager of the *Post*.

The Allied Newspapers, Inc., New York, will be the foreign advertising representative of the new publication.

Has Gray Motor Car Account

The advertising account of the Gray Motor Corporation, Detroit, manufacturers of the Gray automobile has been placed with Campbell, Trump & Co., also of Detroit.

This agency is also handling the accounts of the Kales Stamping Co., manufacturer of Kales Hindview Mirrors, and the American Auto Parts Co., manufacturers of "American" Springs.

Barron G. Collier a New York Police Commissioner

Barron G. Collier, head of Barron G. Collier, Inc., and the Street Railways Advertising Company, has been appointed a special deputy police commissioner of New York and will be head of the Bureau of Public Safety of the New York Police Department.

Fur Advertiser to Use Farm Papers

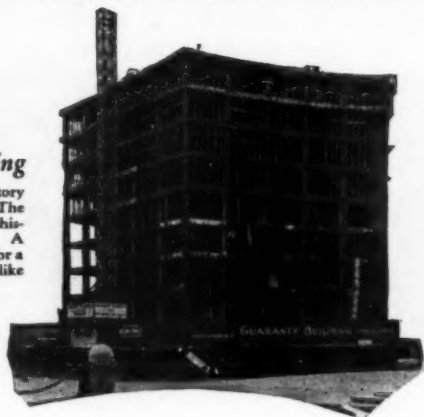
The Gillespie Fur Co., St. Louis, receiver of raw furs, will advertise in a list of farm papers and weeklies. The Shaffer-Brennan Advertising Co., St. Louis advertising agency, has been appointed to handle the account.

Detroit Bank Appoints Agency Man

D. B. Kirk, formerly with the Campbell-Ewald Company, Detroit advertising agency, has been appointed executive assistant, in charge of new business and advertising, by the Bank of Detroit.

Guaranty Building

A beautiful nine-story building situated on The Circle, facing the historic monument. A wonderful location for a specialty shop or like business.



Another Retail Opportunity

When the new Guaranty Building is completed, Indianapolis will have a number of select new locations for small retail stores and smart specialty shops. The Guaranty Building is located on "The Circle"—the very heart of the business life of the Hoosier Capital. There is no finer location in the city for the small, select retail business than the Guaranty Building.

The completion of the Guaranty Building marks an excellent opportunity for national manufacturers and national retail selling organizations to open a branch in Indianapolis with assurance of success.

Business is good in Indianapolis. You should be getting your share. And here is your opportunity.

The Indianapolis News will gladly supply you with information concerning the new Guaranty Building

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office

DAN A. CARROLL, 150 Nassau St.

Chicago Office

J. E. LUTZ, The Tower Bldg.

Use Newspapers on a Three Year Basis



What Dealers?

"I'm going to circularize the Dealers in the automotive field," said the manufacturer.

"What Dealers?" asked the advertising manager.

How Would You Answer This Question?

There are many thousands of men and concerns who deal more or less in automotive equipment.

But which of them are worthy of cultivation as pros-

pective distributors of your products?

It is scarcely worth while to spend time and money getting the business of so-called dealers, who do not pay promptly, who cut prices, who do not serve their customers properly, who fail in business, who return goods for which you hold their signed orders.

Oct. 12, 1922

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And it is obvious that you cannot profitably spend as much time and money on a prospect whose annual business is \$5,000 as on one doing a \$500,000 business.

Now *where are the good prospects?* How can you pick them out of a mailing list? What are their names and where are they located?

They are practically everywhere. But it is not easy to separate them from the others. The best mailing list obtainable is evanescent. It can only be made and kept selective by the utmost effort, considerable expense, and constant attention.

There is one place where these successful dealers may definitely be found—NOW. And that is on the subscription lists of *Motor Age* and *Motor World*. * Editorial excellence,

constantly maintained, attracts and holds the best elements of the trade. Rigid rules and constant vigilance protect these subscription lists against dilution by names of others than men and firms actively engaged in the sale and service of automotive products.

That 70% of the entire business of the automotive trade is done by subscribers to *Motor World* and *Motor Age* is a significant fact. It indicates that practically all of these good prospects can be reached through advertisements in these two publications.

Many successful advertisers have repeatedly commented upon the high character of men and firms with whom they were brought in contact through their advertisements in *Motor Age* and *Motor World*.

Both these Business Papers—Motor Age in Chicago, and Motor World in New York—are published by



THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mallers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort St., West; Indianapolis, 1212 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, COMMERCIAL VEHICLES, EL AUTOMOVIL, AMERICAN, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK

Try it out in Representative Milwaukee

Only One Medium Is Needed Here!

The Journal thoroughly covers the Milwaukee-Wisconsin Market at one cost. No other medium is needed to influence the buying dollars of this prosperous territory.

This is one reason why Milwaukee is the ideal try-out market. It is the right size—not too big nor too small—it is representative, and it is responsive to Journal advertising.

So here is economy! Instead of three or four mediums needed to cover the field, as is the case in almost any other representative territory, The Milwaukee-Wisconsin Market is covered by one dominant newspaper.

Test the strength of your campaign in Milwaukee *first*. Let The Journal carry your message to four out of every five English-reading families in Milwaukee—to more Wisconsin people than you can reach through any other single medium.

The Milwaukee Journal

FIRST—by Merit

"As Milwaukee Buys—The Nation Buys!"

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"The Last Dozen Words Are the Hardest"

Good Headlines Are Not So Rare Nowadays, but Many of the Closing Sentences of Advertisements Show Lack of Imagination and Vision

By Paul Sartorus

THE Copy Chief and I got the five o'clock train down from Boston. Across our knees lay a couple of those prosperous weeklies. We really intended to read them, but like all good advertising men we began at the back cover. Every now and then we would stop and sample a few words. Then the C. C. branched out reflectively, "It's the caption or picture that's stopping us most of the time. And it's the caption that's the favorite study of a lot of us writing men. But let me tell you, young fellow, some day we're going to wake up to the need for more thought to the closing sentences of our copy."

And so we began to read closers. I'd never done it wholesale before, but before long I was inclined to agree with the Chief. Try the experiment and you too may get a surprise. Over and over we read the old-timers.

"Send today for liberal trial sample."

"Sold by good dealers everywhere."

"If your dealer doesn't carry them, write us."

"Send for our booklet."

"Buy a package today."

"Write us for name of nearest dealer."

"Your dealer has them or can easily secure them for you."

"Sold by (here follows the classification of dealers—such as drug, stationery and department stores)."

"Try one ten days at our expense."

"There," said the Copy Chief, "can you find nine standardized headlines that are used as much as those moss-covered closing sentences?" I thought a moment and gave it up. We are all enough awake on the matter of captions.

Poor ones are almost exceptions. But we found a good closer here and there, and just to show how they brighten up and strengthen good copy, it may be worth while to reprint them.

"Here," said the Chief, referring to an advertisement of The Lincoln Electric Company, "is a step in the right direction when a booklet is advertised." The closer read, "Read This Book. 75 pages of information illustrated by several hundred shop photographs. Write on your business letterhead."

The point here is that too many booklet offers lack urge and comethither. They simply read, "Send for our booklet." Chief says if the booklet is worth offering at all it's worth offering well. Give an idea as to its contents. Show why the booklet is worth sending for. Indicate in what specific ways it will be worth reading.

That is why the recipe book offer is usually so successful. It is packed with usable, definite information. Take this example:

"Every careful woman who wants to cut down her food bills should have the famous 'Booth Food-Sardine Recipes.' See what you can do with these sardines. Mail coupon for free book."

Notice the sentence, "See what you can do with these sardines." Gets you right into the kitchen. The sheer assumption that you are going to buy sardines makes the strongest kind of an urge.

DOES NOT FULFIL ITS PURPOSE

Chief says also that the mere "Send for catalogue" at the end of a piece of copy leaves the whole sale rather up in the air. The reader may feel that it's not much use to consider purchasing unless he goes through a lot of printed matter first—which he usually doesn't care to do. And

so we agreed that this Patrick closer was rather good. The catalogue offer is tucked in between good selling talk. If you don't want the book you finish up with a strong impression about the merchandise itself—conveyed by the closing words "The unusual Patrick line of highest grade, pure, virgin wool products." Here's the paragraph complete:

"All styles and colors of course. Found at the best dealers' everywhere. Send for the 1922 catalogue. It describes the unusual Patrick line of highest grade, pure, virgin wool products."

Another form of booklet offer which definitely says something is exemplified in this end of a National Lead message:

"Write our nearest branch, Department A, for a free copy of our 'Wonder Book of Lead,' which interestingly describes the hundred-and-one ways in which lead enters into the daily life of everyone."

The problem of spotty distribution is, of course, largely responsible for "Write us for name of nearest dealer" and "If your dealer hasn't this, send us his name." But these leave the reader up in the air. We both rather fancied the "travelo" knit jacket closer:

"About 6,000 merchants sell genuine 'travelo' knit jackets under the 'travelo' name and label, without which you have no surety of lasting fit, shape and wear that our exclusive elastic-knit 'travelo' process guarantees."

"About 6,000 merchants" gives a fairly good picture of their distribution. We get the idea that it won't be awfully hard to find a dealer. We feel that we won't have to try a string of dealers before getting the jacket.

SHORT CLOSES UNNECESSARY

Some writers seem to think that the closer must be crisp and snappy. Chopped-short closers may be all right, but you'll find that they invite the use of the old bromides. Here's a case where the writer gets a different touch in his closer, simply by chucking in a little Doc Crane sermon for the last few words:

"Make generous use of these

offices; let their experts be your advisers in every heating problem. The service is free, and ought to be—for the American Radiator Company is the leading manufacturer of boilers and radiators in the world. And the obligation of leadership is to lead."

And Jim Henry—well, of course, we expect him to pull something different. Watch his closers. You'll get some good points. Here's the one that happened to greet us when the train stopped at Providence.

"Say, I am going to be a good fellow and let you keep your fifty cents. If you are really out of a job, I will send my regular 10-cent demonstrator tube free. I'll even throw in a sample of Mennen Talcum Powder for men—a he-powder which is great for after shaving and bathing. It doesn't show."

"Men on intimate terms with a pay envelope will please send the dime."

"JIM HENRY,
(Mennen Salesman.)"

That brings in another lack which seems to be fairly common in closers—an absence of naturalness. There's a little touch of friendly informality in the second sentence of this last paragraph from a Florence advertisement:

"Your dealer will show you a Florence Oil Heater. If he has none, write us. We try to see that everyone who wants a Florence is supplied."

Of course a lot of closers aim to get you turned quick toward the dealer's store. "See your dealer today" is common property and wears long white whiskers. Another way of getting the same result is achieved in the Pioneer Suspender Company call for business which winds up with "Look for the smart blue and orange box." Where else are you to look for it but "at your dealers"?

The technical folks often get a good, businesslike ring into their last few words. This one seems to cover the situation well without smacking too much of Adland:

"To Executives and Engineers: Upon request, we will gladly mail you our latest illustrated book tell-



Trademark

© Elizabeth Arden

Salons de Beauté

I BEGAN advertising in Vogue 12 years ago at my first Fifth Avenue salon.

Since then I have used 262 insertions in Vogue. I have used space at all seasons of the year. I have advertised not only the muscle-strapping treatments given in my salons but also my Venetian Toilet Preparations sold by 460 agents throughout the country.

Every one of these 262 advertisements has been keyed.

The direct and traceable results have been so satisfactory from the beginning of this advertising, that—

1. I have steadily increased the space used in Vogue.
2. I am now using every issue of Vogue. (Signed)

Elizabeth Arden

V O G U E

ing the whole story of the Fulton Diesel. Our staff of experienced engineers is at your service for consultation on any power problem, anywhere and at any time—without obligation or cost to you. Fulton supervising engineers make regular visits to each Fulton installation to advise upon the most efficient methods of Diesel practice. Plant engineers interested in Fulton Diesel operation are cordially invited to St. Louis to visit our shops."

Next to Jim Henry, we thought that this Grinnell good-bye took the three-layer cake for interest and novelty. First time we even saw a suggestion to write to a user printed in an advertisement. Notice how effective it is:

"If you are really curious to know how we solved this special problem write to Mr. Cannon of the Cannon Mfg. Co., Kannapolis, N. C., or drop us a line. When you write, also ask to have the Grinnell Industrial Piping Bulletin sent to you regularly. Address: Grinnell Company, Inc., 302 West Exchange Street, Providence, R. I."

Just to show that they have more to say than can be crowded into their copy, Oakland puts this twist into their ending:

"Visit the showroom and see, among other improvements, two new, absolutely exclusive and very valuable features of the entire 1923 Oakland Series."

And here's an odd turn on the free sample offer, put at the close of an Accident text:

"Compelled to Abandon Free Sample. The demand for Accident has broken all records with which we are familiar. Our manufacturing resources are already taxed to the limit to supply the demand for Accident; so, for the time being, we cannot manufacture samples which we had planned to offer as a free trial. However, one tube will convince you of its superiority. If you are not entirely satisfied, your money will be refunded. If your dealer does not have Accident, send us fifty cents and we will see that you receive a tube promptly without additional cost."

This closer from Hollywood gets the aspirant for scenario honors on tip-toe. It's something like Elbert Hubbard's famous "Find out if you can get life insurance." We were almost tempted to write the Palmer Photoplay Corporation to discover if we really had creative imagination. They say, "Find out if you have this power (creative imagination) in you. The Palmer Questionnaire will tell you. Mail the coupon now for this most interesting test—no cost or obligation—that may open to you new fields of endeavor and achievement."

For downright "selling to the last breath" we commend two late closers in Fuld & Hatch and Willard Battery advertisements. As the college girls say, here is some Heated Fido. Listen to Willard:

"Now the point is: Have you nailed down your determination with spikes of steel? Do you know that, when the time comes, you're going to buy a Willard Battery on your own judgment—and not be led by somebody who isn't going to have to live with the battery as you will? In other words, *can you make your decision stick?* That's the question."

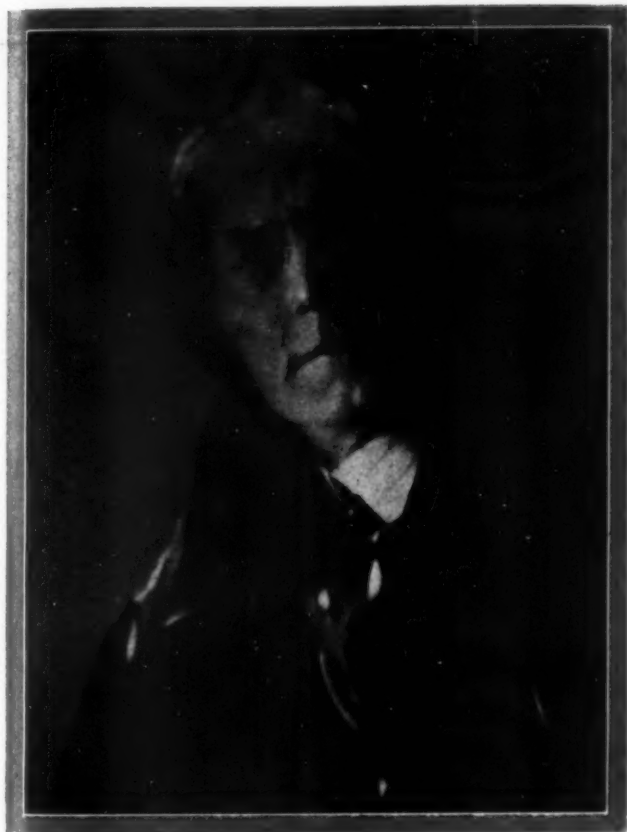
And the go-getter spirit must be hanging around Albany to judge by the last words of this copy:

"Hatch One-Button Union Suit saves time, saves temper, saves repair bills, and fits more perfectly than any other underwear you've ever known. One master-button at the chest turns the trick for you and adds comfort to convenience. Will you try it and convince yourself—or has Old Man Habit got you?"

Chief puts it this way, "The last dozen words are the hardest." Any orator knows that's true. Every salesman will agree. Well then, can't we beat the old-time closers, or has Old Man Habit got us too?

Investment Banking Account with George Batten Co.

Peabody, Houghteling & Co., investment bankers, New York, have placed their advertising account with George Batten Co.



TO the immemorial appeal of fashions, Harper's Bazar adds the allure of good fiction. A new novel by that master of romance—W. J. Locke—starts this month in the October issue. Harper's Bazar is the only fashion magazine edited for women of wealth and social position which further intrigues their interest with the stories of the foremost writers of the day.

Harper's Bazar



Please accept my thanks for the advance proof of Rita Weiman's story, "Two Masters."

It is very human and understanding, and I greatly enjoyed reading it.

Very truly yours,

Franklin D. Roosevelt

Two Masters

By Rita Weiman

RITA WEIMAN and her stories of the stage are just one more feature secured by our editors to round out The Elks Magazine with a well-balanced appeal.

If these two tributes from two of the finest women on the American stage persuade you to peer into the October issue, we shall have gone a long way toward convincing

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*This is really a tremendous story
—why won't Rita Weiman write me
a play?*

Yours sincerely,

J. G. Kellie

you that The Elks Magazine is establishing itself as a definite factor in the homes of over 850,000 Elks throughout the United States.

A request on the letterhead of any national advertiser or agency will bring the October issue forthwith.

The Elks

Magazine

"850,000 Voluntarily Subscribed For"

50 East 42nd Street, New York City

Telephone Vanderbilt 8757

HOME— the Other Half of Farming

THE very fact that the farm is both home and workshop adds strength to the farm paper with the most serviceable and intimate home department.

With a background of experience based on 18 years of farm life, Mabel Bates Williams, editor of the "Good Cheer" Department of the Oklahoma Farmer-Stockman, intimately and sympathetically joins the family circle through her columns.

No subject of moment to the farm woman is slighted. Household economics, rural life, schools, rearing children, health of the family and scores of other topics are covered adequately and regularly. Mrs. Williams' mail discloses the countless tragedies and comedies of private life, for hundreds of women ask her advice.

Surely such tangible evidence of personal contact and influence is worth the consideration of all farm paper advertisers. May we tell you more about this department and The Oklahoma Farmer-Stockman?

**THE OKLAHOMA
FARMER-STOCKMAN**
PUBLISHED BY THE OKLAHOMA
PUBLISHING CO. PUBLISHERS OF THE DAILY OKLAHOMAN
AND OKLAHOMA CITY TIMES

CARL WILLIAMS
~ Editor ~

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Advertises Use of Buckwheat Coal to Sell Heaters

The Standard Heater Company, Williamsport, Pa., is using 400-line space in newspapers of Philadelphia and surrounding towns, pointing out the saving in the use of buckwheat coal as against the stove and pea sizes usually used in homes of that district. The aim is to sell the Spencer Magazine Feed Heater in which the buckwheat size may be used.

Canadian Newspaper Campaign for Lea & Perrins' Sauce

A newspaper campaign is being conducted in Canada to advertise Lea & Perrins' Sauce. Copy is appearing three times a week in a number of newspapers throughout the Dominion.

The campaign is being directed by A. J. Denne & Company, Limited, Toronto advertising agency.

Made Advertising Director of "People's Popular Monthly"

Graham Stewart, formerly with the Chicago office of the *People's Popular Monthly*, Des Moines, Ia., has been made advertising director of this magazine, with headquarters in Des Moines. Stewart Jamieson has been appointed Western manager in charge of the Chicago office.

Automobile Accessories to Be Advertised

The Sterling Products Corporation, St. Louis, maker of automobile accessories, has appointed the Schiele Advertising Co., of that city, to handle its advertising. The initial appropriation will be spent in automotive publications.

Milwaukee Bread Company Appoints A. R. Hinkley

A. R. Hinkley has been appointed advertising manager of the Atlas Bread Factory, Milwaukee, Wis. He was formerly editor of *Novelty News* and sales publicity manager of LaSalle Extension University.

Transfer W. D. Benedict from Pittsburgh to Philadelphia

W. D. Benedict, of the *National Stockman and Farmer*, has been transferred from the Pittsburgh office of that publication to Philadelphia where he will act as Eastern representative.

Newspaperman Opens Los Angeles Agency

A. W. Sowers has organized a financial and real estate advertising service in Los Angeles. He was formerly financial editor of the *Los Angeles Herald and Express*.

A. M. Waples Forms Advertising Service in Atlanta

A new advertising service has been formed in Atlanta, Ga., under the name of A. Manville Waples and Associates, Inc. Mr. Waples, its organizer, was formerly vice-president and treasurer of the Geo. W. Ford Company, Atlanta advertising agency.

Newark Chemical Company Advertises Type Cleaners

The Chalmers Chemical Company, Newark, N. J., manufacturing chemist, has started a direct-mail campaign for its newly trade-marked product, "Phenoid" type cleaner. It also plans to run a campaign in several printing publications.

Buffalo Bakers Plan Newspaper Campaign

The Hall Baking Company, Buffalo, N. Y., plans an advertising campaign in newspapers for its new bread loaf. The account is with Walz-Weinstock, Inc., an advertising agency also of Buffalo.

Hyatt Company Promotes A. F. Bassett

The Hyatt Roller Bearing Company, Detroit, has advanced A. F. Bassett to assistant sales manager of the motor bearings division. Mr. Bassett had been sales-engineer for the Detroit territory.

Form Color Printing Company at New York

Allan Turck and George M. Reinfeld, recently with the Zeese-Wilkinson Company, New York, have formed a color printing company at New York under the name of Turck and Reinfeld, Inc.

San Francisco Agency Elects Secretary

The Honig-Cooper Co., Inc., San Francisco advertising agency, has elected H. A. Stebbins secretary and a director of the company. For several years Mr. Stebbins has been chief of copy.

Stationery Account with South Bend, Ind., Agency

The American Stationery Company, Peru, Ind., manufacturer of informal stationery, has placed its account with the Lamport-MacDonald Company, South Bend, Ind., advertising agency.

Alexander J. Frankland Dead

Alexander J. Frankland, for four years advertising manager of the *Berkeley, Cal. Gazette*, died at Berkeley. He was fifty-four years old.

Chicago Mail Order Houses Consolidate

The Spiegel, May, Stern Company has been incorporated under the laws of Illinois as successor to the business formerly conducted under the names of Spiegel, May, Stern Company, Spiegel's House Furnishing Company, and the Martha Lane Adams Company. M. J. Spiegel, president of the new company, in a recent letter, states that the unification of these companies has been completed, thus bringing full ownership and control into the hands of the interests that have had active management of all three properties throughout their history.

The business was founded in 1882 and is devoted to the sale of household goods by mail-order. In addition it operates five retail furniture stores in Chicago. The Martha Lane Adams Company conducts a mail-order business in women's wearing apparel.

The affairs of the company, states Mr. Spiegel, will be managed by the same men as heretofore have been in charge of the business, all of whom have been associated with the companies for many years.

Michigan Advertising Agencies Merge

Person-Cooke, Inc., Lansing, Mich., has taken over the business of the Advertising Service Bureau, Jackson, Mich., which will be continued as a branch office. The Jackson agency was organized by M. B. Loomis and L. E. Deitz, who are now stockholders in the Lansing organization. Mr. Loomis will make his headquarters at Jackson as manager of the branch office.

Joins George Batten Company

Sarah Swain Adams has been added to the staff of George Batten Company. Mrs. Adams has been associated recently on the executive staff of the advertising department of Abraham & Straus. She had previously been with Gimbel Brothers and R. H. Macy and with the New York *Globe* in charge of its merchandising bureau.

Wichita, Kan., Advertising Club Elections

The Wichita, Kan., Advertising Club at its annual meeting elected Charles A. Smith as president to succeed John Millhaub. L. W. Baurle was elected vice-president; Frank Callee, secretary-treasurer. The directors elected at this meeting are: Charles H. Armstrong, E. H. Eberhardt, Harry Toby and John Millhaub.

New Evening Newspaper for Albany, N. Y.

A new evening newspaper, the *Evening News*, has been started at Albany, N. Y., by The Press Company, publisher of the *Knickerbocker Press*.

Pacific Coast Battery Company Will Advertise

The Gill Storage Battery Company, San Bernardino, Cal., which manufactures "Gill" storage batteries, has given manufacturing and distributing rights on its product in the Pacific Coast territory to the Gill Battery Company of California. The latter company is a new organization which will erect a factory at Oakland, Cal. Its territory will include California, Oregon, Washington, Nevada, Utah, Idaho, Arizona, the Hawaiian Islands and Mexico. The original company will continue to operate from San Bernardino and will cover the rest of the United States.

The Gill Storage Battery Company of California plans an advertising campaign which will include newspapers, trade publications, outdoor advertising, and dealer helps. The Honig-Cooper Co., Inc., San Francisco advertising agency, which directs the advertising of the Gill Storage Battery Company, will also handle the advertising of the new company.

A. C. Pearson to Address Advertising Women

A. C. Pearson, treasurer of the United Publishers Corporation, New York, will address the October dinner meeting of the New York League of Advertising Women, to be held October 17 at the Advertising Club. His subject will be "Tariff and Its Effect on Advertising." Other speakers will be George S. Fowler, of Colgate & Co., Mrs. Irene S. Sims, of the Federal Advertising Agency, and Dr. Katharine, M. H. Blackford.

Onion Growers Organize

As a further step toward the more efficient marketing of onions, the United States Onion Growers' Association, Inc., has been granted a charter in Massachusetts with a capital of \$25,000 with the securing of crop statistics as its aim.

Wirt Goodwyn, and Arthur G. and Edward C. Pellissier, are the incorporators.

New Western Manager for Stevens & Baumann

L. A. Peterson has been made Western manager of Stevens & Baumann, Inc., New York, publishers' representatives. He will have his headquarters at Chicago. Mr. Peterson was formerly with the New York office of Lorenzen & Thompson, publishers' representatives, and The Dorland Agency in New York.

Kresge September Sales

Sales of the S. S. Kresge Co. for September, 1922, were \$5,423,491, as against \$4,299,954 in September, 1921, an increase of \$1,123,537. Total sales for the nine months ended September, 1922, were \$42,344,749, an increase of \$5,476,140 over those of the corresponding period in 1921.

Are You Breaking Into New Markets?

The matter of opening up new territories and sales divisions is always perplexing. What are to be the boundaries? Where are the natural trade channels?

Our Sales and Marketing Division has found that the flow of trade fixes its own boundaries instead of depending upon historical or geographical divisions. These boundaries surround the 663 trading areas which form the logical basis for determining the units to be included in any new territory.

We feel that this information will be invaluable to any advertiser seeking to reach the national consumer-market systematically and at *lowest cost*.

"An Index to National Distribution" will be sent upon request

Address *Cosmopolitan*
Sales and Marketing Division, 119 W. 40th St.
New York, N. Y.

Blankets the Trading Areas
Cosmopolitan
America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

Centralizing the Rental Business of a City

Real Estate Dealers in Madison, Wis., Form Bureau That Makes All Rental Information of the City Available at One Office—Bureau Is Advertised

THE apartment and house-hunter of a few years hence may be saved from weariness and waste of shoe leather or gasoline if a renting office plan that is being advertised in Madison, Wis., becomes nationally used.

In that city real estate men, through the association, have established a central office that aims to have on file information concerning all properties that are for rent in Madison.

The rental bureau was established purely as a service feature of the real estate men's activities, for none of them has made a business of rentals. Each realtor continues to advertise his own listings and conduct his own sales.

The plan and operation of this rental bureau is explained in one of the real estate association's newspaper advertisements as follows:

Our city of Madison has grown and is growing very rapidly. So rapidly that at times there seems to be an acute shortage of living units. This situation is particularly distressing to newcomers in Madison—and we have lost many new citizens because they believed that no place could be found here for them to live in.

The Madison Real Estate Board wishes to be of real help to its community and to see it grow and prosper. Realizing—more fully perhaps than other organizations—the seriousness of this situation, it has established a rental bureau to aid these newcomers and to help Madison to the best of its ability.

Our executive secretary, Mr. Elbert Carpenter, is making a thorough canvass of the city to find those places that may be for rent. All owners having houses, flats or apartments now for rent or available at a later date are urged to register their properties with Mr. Carpenter, Badger 6060, at once. There will be no charge for this registration.

A list of these properties will be placed with all members of the Madison Real Estate Board, where they may be consulted free of charge. If you are looking for a house or flat, consult any member of the Real Estate Board, but not Mr. Carpenter. This service will continue until October 1, by which time we expect most of the newcomers to be well settled.

It is our purpose to make our new citizens feel that they are welcome and to make available to them all possible information as to vacant homes. We are trying to overcome a serious condition. May we expect your help—for a bigger and better Madison?

Immediately upon the establishment of the Madison bureau, officials of the National Real Estate board became interested and are



Help Madison to Prosper

A Rental Service To Newcomers

Our city of Madison has grown and is growing very rapidly. So rapidly that at times there seems to be an acute shortage of living units. This situation is particularly distressing to newcomers in Madison—and we have lost many new citizens because they believed that no place could be found here for them to live in.

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A Rental Bureau

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Madison Real Estate Board

"An Association of Realtors"

Madison, Wisconsin

REAL ESTATE MEN UNITE TO ADVERTISE RENTAL SERVICE

watching the progress of the innovation with a view to its general application. The City of Miami, Fla., has installed a bureau since the Madison bureau was organized some weeks ago.

Chicago Agency Man Joins Mail Order House

Fred Hayes Babcock, formerly with Simmons & Babcock, Inc., Chicago advertising agency, has joined the sales staff of Buckley, Dement & Company, also of Chicago.



Local and National Advertisers have shown a decided preference for The Daily and Sunday Journal for their display advertising during the first nine months of 1922. This preference is measured in a lead of 836,653 lines of display advertising.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

THE PROOF

VERMONT COLLEGE 1922

SUN RIVER COMPANY
1914 Broadway
New York

New York, Sept. 1, 1922.

Gilman, Howell & Rutman,
Canadian Pacific Building,
New York City.

Gentlemen:

You reported that 22 druggists in Hartford, Storrs, Meriden, New London and New Haven, would stock our products and accept our window displays. We covered those five cities, stocked the druggists, installed the window displays and completed jobber connections as arranged by your papers, in three days. This, we believe, would have been physically impossible without the efficient cooperation of the Connecticut Combination.

Incidentally, we were convinced that the druggists have great faith in your papers, as a result of which they heartily cooperated. Our reputation was far more than cordial. Most of them promptly displayed our merchandise on their counters in addition to the window displays.

The writer has been merchandising for years and would have believed it impossible to accomplish such results in so short a time. The advertising in the newspapers of your Combination would have produced almost instantaneous demand for our goods, as we discovered by coming up the druggists on our return trip, although the goods had never been heard of in Connecticut before.

Yours truly yours,
SUN RIVER COMPANY

M. M. Lude
Sales Manager.

Read this letter—it tells the whole story.

—if someone gets *your* Newspaper

before you are through with it,
you are peeved.

Altho the life of a Newspaper
may be comparatively brief, it
surely holds the center of the
world's stage twice every 24
hours.

You *pay more* for it every year
than for any other publication—
but it *gives you more*.

And the advertising in daily
Newspapers gets *you* and *your*
family to spend more money
than the advertising in any other
medium.

Right?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

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"Soured" Customers Seen as Real Brake on Business

Return of Popular Confidence Biggest Need, Is Retailer's Suggestion to Manufacturers

By G. A. Nichols

A WELL-TO-DO woman went to the furniture section of Rothschilds, a large Chicago department store, to buy a dresser. She was shown one of the Queen Anne period design and was quoted a price fully one-third lower than the article would have brought in 1920. It was the product of a first-class factory. In design, quality and workmanship it was a worthy value at the price.

But the woman was frankly and openly suspicious. She asked all sorts of questions as to the construction of the dresser, some of which were ridiculous and others showing some little knowledge of furniture values. She at last concluded the price was too high and left without buying.

I happened to be in Rothschilds at the time conversing with R. G. Alexander, the head furniture buyer, and heard the conversation between the customer and the salesman. Mr. Alexander informed me the incident was fairly typical of the never ending contest he and his selling force are obliged to wage every day. A good increase in business has been registered. But to get it the organization has to fight every inch of the way.

"The reason we have to fight," Mr. Alexander said, "is that the retail store customer, taken as a class, is soured. Their suspicion of the retailer has grown to a point that makes it nothing more nor less than open hostility. They were spoiled by the merchandising situation growing out of the war. It is to this, rather than to inability to buy, that the retailer's difficulties have been due.

"Optimism is sensible and much to be desired. But it seems to me that manufacturers and retailers have been so persistent in trying to look upon the bright side that they do not realize anything near

the extent to which popular goodwill for the retail store has been wrecked. It is going to take a long, hard pull, and a pull all together, to restore things to within anything like a comfortable distance of where they ought to be. The first requisite is for all concerned to stop deluding themselves and face the actual facts.

"The sacrifice of the popular confidence came from conditions that were inevitable. Raw material and workmen were scarce. This caused many articles of merchandise to be poorer in quality and higher in price. People had plenty of money and paid high prices for goods that did not give the service they had a right to expect. Then the people began to wake up and the retailer has been in trouble ever since.

PEOPLE WILL NOT FORGET EASILY

"There is no need of holding a post-mortem. But I venture to predict that manufacturers in every line will never forget the hard lesson they have been taught during the last two years. This is the peril of sacrificing quality, no matter what might have to be done in the way of price, and regardless of the temporary effect on sales. It is a melancholy thing that some manufacturers were so swept away by the spirit of the times that they reduced quality and shot up the price simultaneously. And the whole business world, innocent part of it as well as guilty, is paying the penalty today. Payday will be here for some time to come. The retailer, being the point of contact, naturally is getting most of the blame."

The worst thing about it, Mr. Alexander believes, is that some manufacturers have not yet learned their lesson. For one thing, they have not grown away from the

wartime standard far enough to cause them to make dependable merchandise. When the goods do not stand up, the customer, suspicious from the beginning, goes back to the retailer, thus adding to his burdens. Also the manufacturer has not recovered from his habit of shaking the red rag of price increase in the dealer's face.

"Nearly every salesman that comes in here," says Mr. Alexander, "makes the expected increase in the price of furniture the chief burden of his talk. Why, if we would talk that way to our customers we would not sell a thing. We have a card system here containing the names of hundreds of customers, like the woman you just saw here, who would not buy because they fancied prices were too high. We take their names so as to communicate with them later when we may have something near their price limit."

"Our investigations have proved that in Chicago at least 5,000 young married couples are living with relatives or in rooming-houses waiting for the price of furniture to drop a little so they can begin housekeeping. There are doubtless many more thousands, but our own investigations show at least the number I mention. Suppose our selling representations to these prospects should be chiefly along the line of some alarmist talk about prices going higher. How far do you think we would get with them?"

HOLDING UP THE BUYING CYCLE

"The retailer has been criticized for buying in a hand-to-mouth way. But his line of reasoning has certain points in common with that of his trade. If people won't buy at present prices and he is constantly being reminded of prices going higher, who is going to blame him if he buys this fall just about twenty-five per cent of what he ought to have?"

"The manufacturers would do much toward steadying the dealer right now if they would give prices such modest advances as might be absolutely necessary and

stop making a fuss about it. We are told, for example, that one small element entering into the expected advance is a thousand per cent increase in the cost of screws. Now about a nickel's worth of screws are used in making a dresser. But if the cost of the dresser has to be advanced somewhat because screws cost more, then let us have the advance. If a woman will buy a dresser for \$50 she might be induced to pay \$51 for it. Similar conditions would apply to the retailer."

"If everybody associated with the process of merchandising could see the user and consumer of merchandise as the retailer sees him, things would improve much faster than they are doing now. The retail customer is soured. Right here is the whole trouble."

That evening while on my way home I had occasion to stop into a drug store. It was a queer coincidence, but while there I heard a man ask for a package of safety razor blades.

"What's the matter with these blades, anyway?" he petulantly inquired of the clerk. "I bought a package in here just a few days ago and found I might as well try to shave with pieces of tin. Only one in the lot seemed to have any temper to it."

"Yes, that's the trouble," the salesman replied, "nothing seems to be any good these days."

With the hostility of the customer on the one hand and lack of fighting spirit in the salesman on the other, what is the answer? The razor blades in question are of a widely known advertised brand. Maybe they were at fault. More likely the fault was with the customer. However this may be, he was on the war path.

The manufacturer as well as the retailer seems to have a real advertising problem cut out for him here. And if anybody doubts that advertising can do the work, just let him go into any store and he will see the lack of selling resistance experienced by advertised goods as compared with the others. People are smart enough to know that the maker of a

The Evening American Leads All Chicago Newspapers in Musical Instrument Lineage

If there is one kind of advertising above another that is of distinctly *family* appeal, surely it is the kind that sells music and musical instruments.

The kind of phonograph, the kind of piano, and the price of either, constitute a *family problem* often of great importance.

So when you learn that the musical instrument houses of Chicago use *more lineage in the Evening American than in any other Chicago daily newspaper*, you also learn that the advertising messages carried into the home every evening by that newspaper are subject to family consideration and action.

No selling message can hope for a better audience.

Below are the lineage figures for the first eight months of 1922 for the six day newspapers of Chicago:

The Evening American	-	189,237	lines
News	-	181,395	"
Tribune	-	154,450	"
Herald and Examiner	-	64,672	"
Post	-	39,907	"
Journal	-	37,470	"

There is an emphatic endorsement of the *home appeal* of the Chicago Evening American from a group of advertisers who know how and where to sell their merchandise.

CHICAGO AMERICAN
EVENING

trade-marked item is going to put value into it from the standpoint of simple self-defense, if for no other.

It may not be amiss to suggest, too, that the manufacturer, even though his line be widely advertised and circulated, will find it doubly perilous at this time to let his quality drop in the slightest degree from past standards. People are in an ugly mood. They are looking for trouble.

What Is the Best Sales Letter You Ever Read?

THOMAS E. BASHAM CO., INC.
LOUISVILLE, KY., Sept. 28, 1922.

Editor of PRINTERS' INK:

I attach a letter from Berea College which I feel is one of the best sales letters I ever read and worthy of mention in your columns.

THOMAS E. BASHAM CO.
THOS. E. BASHAM,
President.

BEREA COLLEGE AND ALLIED SCHOOLS
BEREA, KY., Sept. 26, 1922.

MR. THOMAS E. BASHAM,
Louisville, Ky.

My dear Mr. Basham:

Never in my life have I asked anyone except my long-suffering wife to read anything I had printed. For once I am going to break over my rule, and ask you to read my Annual Report, which will reach you in a few days. I estimate that the reading will take thirty-five minutes. If you can visualize the activities and the agonies represented by the Treasurer's Report, and if you can visualize the students represented by the rows of figures in the Registrar's Report, you will have some pictures hanging in the gallery of the mind, which will thrill you like the memory of Lincoln.

I want to tie you to the work of Berea. Before one becomes a partner in a business, he asks, "Will it pay? Is it worth my while to pay out my good money year after year in this enterprise?" Sherwood Eddy, my classmate, has probably seen more schools of learning at home and abroad than any other living man, except possibly John Mott. Dr. McCormack of the Kentucky State Board of Health is close to the heart of the local situation. Read, if you will, their letters. I will leave it to you whether our work does not partake of "The Eternal Worth While."

America again faces the question whether she is good enough and strong enough to deserve the republican institutions which she has inherited. Our students come from the old fighting stock of America. Their fathers left the mountain fastnesses to find and join, if possible, the troops who, as rumor told them, were fighting for America. These boys and girls of ours, if we are faithful, will help us fight the noble battles of peace, will help us to deserve and to preserve the America of the patriots, and to build the

America of the patriot's dream.

I believe I have the best cause in America, barring none. I am entirely willing to present this cause to any living man. But I believe it an extravagant use of my time to cool my heels in the outer offices of men who may or may not want to see me. Through personal solicitation, or by correspondence, I must get this year the equivalent of 100 gifts of \$1,000 each, or of 1,000 gifts of \$100 each. You, I know, will be glad to help me get this money, and thus help me to stay this year in Berea, where every atom of a man's strength, enthusiasm, love and intelligence is needed.

Sincerely yours,
WILLIAM J. HUTCHINS,
President.

"Woman Beautiful" Registered as Magazine Name

The Woman Beautiful Publishing Company, Chicago, has made application for registration of the trade-mark *Woman Beautiful* the title of its monthly magazine "whose aim," the editor says, "is to aid every woman to keep her girlish complexion and abundant locks, etc., by giving her recipes for the care of her person." To this statement is also added: "Every editorial or recipe on beauty will be written or inspired by an expert in her class, thus passing along any knowledge one may have to another who may want the knowledge."

"To those living in the smaller towns we shall give instructions in beauty culture that may be carried out in the home, as well as the addresses of those who can give professional help. To those living in the cities we shall explain where the best may be obtained in every line."

The officers of The Woman Beautiful Publishing Company are: Mary E. Hall, president, treasurer and editor, and R. H. Bachman, secretary and circulation manager. D. A. Pougher is advertising manager.

E.Z.—Di Running Newspaper Campaign in New York

E.Z.-Di, a new dye manufactured by the E. Z. Chemical Co., Philadelphia, and distributed by the Harold A. Michael Sales Co., of New York, is being advertised in a series of display advertisements in New York newspapers. E.Z.-Di comes in tablet form, six to a box, and retails for ten cents. The copy stresses the following five points: The product works in cold water, does not streak or strain, dissolves quickly, does not stain hands, and saves time. The account is with the Alfred-Austin Advertising Agency, New York.

E. R. Williams with "New England Homestead"

E. R. Williams, recently Eastern advertising representative of the *American Agriculturist*, has joined *New England Homestead and Farm & Home* as Eastern advertising representative.

New Yo



An Indian Guide Led General Miles to Victory

HAD General Miles relied solely upon military strategy and ordinary tactics of war in his campaign against the rampaging Nez Perces Indians, it is doubtful whether he would have cornered Chief Joseph's cunning band and achieved so decisive a victory. But, being a keen militarist, he allowed his forces to be led by an Indian guide who knew the country and knew Indians.

For a similar reason many shrewd national advertisers heed the judgment of local advertisers when investing in newspaper space.

Local advertisers placed 173,364 lines more advertising in The St. Louis Star daily and Sunday during September, 1922, than during the same month last year.

THE ST. LOUIS STAR

don't say "Paper"—say "STAR"

Trade Mark Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

Los Angeles

San Francisco

THE PEOPLE WHO

IN BOSTON lives a population never counted in the census list. Through Boston streets, in Boston homes, among her shops and stores move phantom figures from other days. Silent, invisible, still are they part and parcel of Boston's daily life.

Swayed and colored by influences of the past, Boston may be likened unto no other city. Tradition and heredity jog at heel and nudge the elbows of her people in every walk of life. The banker and the laborer, the great lady and her humble sister, each is subject to a constant process of division and selection—each lives within environments whose boundaries are definite and without change.

THE stranger, newly come to Boston, finds it hard to visualize this grouping of the city's population. And it is likely that his first understanding will come from a comparison of the Boston newspapers.

For Boston's newspapers are guided and divided as surely as are her people. Each is edited and printed in the manner calculated to interest and satisfy a certain type of reader. Each serves its clientele faithfully and well—so well, in fact, that no newspaper published for one of Boston's two great groups of population can ever substantially duplicate its circulation in the other.

No national advertiser may hope to win success in the Boston territory until he understands this rigid division of its people. To buy newspaper space in Boston purely on a basis of quantity of circulation precludes the possibility of completely covering the Boston market.

What more emphatic proof of this could there be than the fact that in Boston, the Herald-Traveler, excluding



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ARE BOSTON

Sundays, while not largest in circulation, leads every other Boston week-day newspaper in national advertising? Only one condition could be responsible for this fact. It is that the Herald-Traveler serves a group of readers that no other Boston paper reaches. More than that—its leadership in national advertising is conclusive proof that experienced advertisers have found in the Herald-Traveler circulation the most responsive and profitable market for their products.

It has been proved that the Herald-Traveler circulation is reached by no other newspaper nor by any other combination of papers in Boston, and that this circulation, as individuals, possesses the largest per capita buying power of the entire Boston market. The Herald-Traveler readers are buyers of bread as well as bonds; of necessities as well as luxuries; of merchandise as well as service. They represent the best outlet of the best retailers in Boston—appreciative of quality and financially able to buy in quantity where quality is found.

The national advertiser who hopes to merchandise Boston successfully should, above all else, keep these facts in mind:

First, that the people of the Boston territory are divided into two great groups.

Second, that the Boston territory can be completely covered only by reaching both these groups.

Third, that one of these groups may be reached through one or more of several Boston papers.

Finally, that the other group, great in every quality that makes newspaper circulation valuable, can be reached only through the Boston Herald-Traveler.

To the national advertiser interested in Boston, complete information concerning the proper merchandising of this important market is offered in a book entitled "The Road to Boston"—sent upon receipt of a request on business stationery.



THE BOSTON HERALD-TRAVELER

Oklahoma City is Part of a Greater Market

[In fact, you could omit Oklahoma City as a sales possibility and still use the 110,000 circulation of the Oklahoman and Times profitably.]

HALF a million persons live in the thriving 50-mile radius of Oklahoma City. 385,000 of them are in smaller cities, closely tied to Oklahoma City by steam and electric lines. Oklahoma City jobbers thoroughly dominate this territory, as do two of Oklahoma City's newspapers — The Oklahoman and Times.

Would you try to cover any urban market of half-a-million with fifty or sixty thousand circulation?

How many national advertisers really *cheat themselves* by space-buying based on Oklahoma City's population alone?

The Oklahoma City market and the Oklahoma City news-

paper situation *are* exceptional. Many rule-of-thumb advertisers, therefore, only scratch the surface of sales possibilities.

Consider: A metropolitan market of 115,000; a suburban market of 385,000; a cohesive unit of half-a-million population; only two newspapers required for adequate coverage; combined circulation daily 110,000; combination rate, 23c.

Then add the sales possibilities of the remainder of the outlying territory, plus the forceful merchandising influence of Oklahoma's two oldest and largest newspapers.

Now—aren't you justified in using The Oklahoman and Times Combination?

The Oklahoman and Times Development Department is prepared to furnish intelligent merchandising service and market data to users of these two newspapers.

The **OKLAHOMAN & TIMES**

MORNING, EVENING AND SUNDAY

MEMBER A. B. C.

REPRESENTED BY

E. KATZ SPECIAL ADVERTISING AGENCY
NEW YORK CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

How to Handle Photographic Copy for Best Illustrative Effects

Silhouetting, Treatment with White Paint, and Arrangement in Advertising Layout Gives Camera Art the Art of the Painter

By a Commercial Art Manager

IT might not please the more serious art photographers to suggest that it is possible to give camera studies the effect of original illustrations. He would contend that a photograph is not ashamed of its true identity. It is a photograph and quite proud of it. Nor does it ask to masquerade as anything else.

But it is a fact that many fine photographs lose much in their application to the needs of advertising because of inartistic handling. Justice is not done them. More than likely, the square print is set into an advertisement, with no retouching, no attempt at possible refinements.

This encourages sameness. Advertisers who might otherwise use photographs throughout a campaign, are fearful that individuality will be lacking.

Therefore photographers should, in reality, encourage the "photograph-doctor"; the artist who, without sacrificing any of the charm or the technique of the original, gives it a new aspect, an added advantage. Perhaps the most common fault is that of using the painfully squared-off print, embellished by no more than a printer's or engraver's edging rule.

And this unquestionably does bring similarity of layout. The photographic illustration can be usually handled in a wide variety of ingenious ways, to relieve this harsh composition, and emphasis can be placed upon certain desired portions.

Your art photographer will argue somewhat in this vein:

"The camera can give you all of the subtleties of an original painting, plus master realism. Why, then, condemn the advertising camera study, because it is a

photograph? We are painting with a camera today."

It is thus observed that the photographer really does seek to secure the effects of the original painting. For even he will not contend that there is more art, more interest, in a photograph than in an artist's idealization of his subject. It is art of another kind.

We have seen photographs used in advertising which were every bit as vital, as fine, as deep in their feeling, as an artist's canvas. But the photographer deliberately sought to echo this technique.

TREATMENT THAT YIELDS VARIETY IN PHOTOGRAPHS

Giving variety to the use of the camera print in advertising is quite as essential as to seek for new techniques in the studios. It must be done and is being done with splendid results.

Admirable indeed are the effects obtained when wise and artistic silhouetting is attempted. This often gives odd, interesting forms to the illustration, reflecting the same thing in the drawn picture.

One of a series for the Hupmobile is ideal for the purposes of demonstration at this point in our story. A camera study of a quaint Dutch windmill on a canal is the feature in this instance.

This advertisement was at once pleasing, artistic and atmospheric. Many who have seen it thought the illustration was from an original painting. Processes of silhouetting and fitting-in of other prints has produced an exceptional page.

In its original form the photograph was the conventional square print, with sky detail. But it has been so treated, in silhouette, that it successfully vies with the best original by any artist. Note the

highly pleasing composition, as the old mill "builds up," a little off-centre, and the small figures, in costume, in the lower left, give necessary balance. Yet it was comparatively simple to accomplish these improvements over a mere square half-tone. First the print is mounted. Then such detail as is not wanted, is "painted

plate. It was wise to inject the element of life in the Hupmobile illustration, in the shape of the three smiling little girls at the bottom. And here again art enters into the treating of the print. While the lower portions of these figures are in absolute silhouette, they protrude elsewhere into the body of the main design.



Holland Matches America's High Regard for the Hupmobile

HOLLAND and America are so alike in the matter of transportation and general attitude of mind.

Yet they are as far apart where the Hupmobile is concerned.

Conservative, cautious—Holland has learned to have the same apprehensions and respect for the Hupmobile that America has.

Americans are so inclined to believe that our comparatively American automobile needs to enter and conquer our civilization.

But you need have Holland's words as a Hupmobile endorsement as they are as true as you will find anywhere in America.

There is in Holland the same comparative day of Hupmobile ownership that we experience in France or Belgium, Italy or Germany.

Our demands are so continually changing, our standards of owner-enthusiasm, and the same every thing coming to have Holland.

These Dutch owners are not contented as we are. They want more than mere ownership for extended touring.

They give us France and Italy. They own the high speed of the Hup.

Then they get the Hupmobile in all the kind of industries, not only in the kind of industry, but also in the kind of industry that it is in.

And their words to the effect:

The Hupmobile is a substantial vehicle in every way, capable of long runs on rough roads, and it is a real machine in every way.

It is a real machine in every way, capable of long runs on rough roads, and it is a real machine in every way.

It is a real machine in every way, capable of long runs on rough roads, and it is a real machine in every way.

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It is a real machine in every way, capable of long runs on rough roads, and it is a real machine in every way.

So we learn more, by way of Holland, the things we are handling with through our own experience.

It should be a matter of pride, and a cause for satisfaction to Hupmobile owners in America to have their Hupmobiles receive across the ocean such of their own as the same words of admiration and regard that they do.

Hupmobile Co. Corporation, Detroit, Michigan.



Hupmobile

EFFECTIVE WAY OF HANDLING PHOTOGRAPHIC ILLUSTRATION

out" with Chinese white on the photograph—the sky eliminated, allowing the mill to stand stark against white background, and the elimination of other material at the base of the subject. This poster effect is highly pleasing. It was only necessary for the engraver to "follow copy."

There are other methods, equally efficient. A tissue overlay can be placed on a photo print, with written instructions as to eliminations, vignetting, and routing. But it is far better to mount the print and to paint out with white. You then have an original which is an exact duplicate of the finished

silhouetted, touched up, tinkered with, for odd shapes and effects. Indeed, in a great many instances, the square or circular half-tone is necessary. To change them would be to disturb their artistic values.

Then again, sameness may be avoided and added interest given, by these possibilities in the art handling before the plates are made.

A series of photographic heads showing men's hats has been given the art touch through the employment of sketchy, charcoal vignetted backgrounds. It is really startling what a difference this simple process makes. One way to

This calls to mind the possibilities of patched subjects. Two photographs can be combined. If, in this case, the advertiser had not possessed a print embracing both scenic investiture and the human element, a separate print of the little Dutch girls could have been reduced or enlarged to proper size and pasted upon the windmill portion.

And no one would ever suspect that this clever combination of two photographs had been done. A professional can build up a subject from parts of many prints, so skillfully blending and retouching them that these segments do not disclose their true identity in the plate.

It is not contended that all photographic subjects should be



The World's Third Largest Basic Industry

is 60,000,000 tons behind production. Such is the toll of the recent nation-wide coal and railroad shopmen's strike. Thousands of big mines are now installing new machinery and methods as a means of recovering this tremendous production loss because the Nation *must* have coal. Keep the entire industry informed regarding your product by telling your sales message in *Coal Age*—the industry's chosen paper—every week.

The resumption of nation-wide coal mining reopens an ever-expanding industry which spends \$400,000,000 annually for equipment and supplies. *Coal Age* Engineering Service can tell you what this market offers for your product.

Coal Age

Tenth Ave. at 36th St.
New York City

A
McGraw-Hill
Publication

achieve it is to paint or blow out, with air brush, all former background, substituting white. If the prints have been made on rough paper, the surface, now whitened, permits of the drawing in of the sketchy art backgrounds.

When a photograph of an object is silhouetted, some "ground" color should be left. The object should never "float in air," as it were. Thus, if a motor truck is reproduced, against white background, the artist should form a base shadow upon which the machine can stand. These bases of tint can be made very interesting in their form.

ART WORK ON PHOTOGRAPH

In a notable series of photographic illustrations, the Laundry-ette clothes washer demonstrates cleverly the possibilities of silhouetted prints, plus a judicious amount of art work, in combination. We will say that the original print was of a young housekeeper, at the machine, in her kitchen. Nearby, on a chair, stands a basket of clothes. The usual accessories of a kitchen interior tend to clutter up the picture. There is entirely too much in it.

This print is cut out with a pair of scissors, silhouetting the figure of the woman, the chair, the basket of clothes, and just a portion of the kitchen sink. Every other portion of the photograph is discarded.

This silhouetted photograph is mounted on drawing-paper, great care being taken not to have any edges curl up, or paste or glue show. But the illustrations look "cold," incomplete. First comes a painted-in gray distemper shadow, thrown by the figure against the white background. It serves the double purpose of "bringing her out in relief" and as a buffer for the white clothes in the basket. Now the white enamel of the sink, a gray on the print, is painted out, poster fashion, in white. Here and there, high-lights illumine and brighten the photograph. The result is an art-illustration, born of the camera yet possessing many of the virtues of an original painting.

National Announcement Association Holds Meeting

The annual meeting of the National Announcement Association, Linweave papers and cards with envelopes to match, was recently held at Springfield, Mass. Representatives of the forty-four houses in the association attended the meeting.

Frank Cummings, of A. Storrs & Bement Co., Boston, was elected president to succeed John Swigart, of the Swigart Paper Company, Chicago, who has been at the head of the association since its formation. J. B. Jones, Western Newspaper Union, was elected vice-president, and Morris Schlosser, M. & F. Schlosser, secretary-treasurer. The following were appointed committee chairmen: H. W. Keil, Millcraft Paper Company, standardization; J. D. Swigart, Swigart Paper Company, finance; Leonard Raymond, Raymond & McNutt Company, advertising, and George S. Johnston, Western Paper Company, market conditions. The members of the executive committee are: F. B. Cummings; J. B. Jones; A. A. Duer, Barton, Duer & Koch Paper Company; J. W. Zimmerman, Standard Paper Company, and E. A. McGrath, Zellerbach Paper Company.

Southeastern Advertising Men Will Hold Convention

The Southeastern Division of the Associated Advertising Clubs of the World will hold its first annual convention at Chattanooga, Tenn., October 22 to 24. The Chattanooga Advertising Club has planned an interesting programme which will include a banquet on top of Signal Mountain.

Heads Rate Department of J. Roland Kay Co.

Miss A. W. Schaff, formerly with the advertising department of Joseph T. Ryerson & Son, Chicago iron, steel and machinery dealers, is now with J. Roland Kay Company, Chicago advertising agency. Miss Schaff will have charge of this agency's rate department.

Lincoln Log Account for Grandin-Dorrance-Sullivan, Inc.

John Lloyd Wright, Inc., manufacturer of Lincoln Log and other toy specialties, has placed its account with the Chicago office of Grandin-Dorrance-Sullivan, Inc. Magazine and newspaper space will be used in advance of the holiday trade.

W. F. Eastman Joins New York Investment Bankers

William F. Eastman, formerly New England manager of *Cosmopolitan*, is now with Hoagland, Allum & Company, New York investment bankers. He was more recently in charge of general advertising for *The Magazine of Wall Street*.



ARTGRAVURE advertising deserves beautiful printing.

Skill in the handling insures a most faithful and effective portrayal of merchandise.

The Sunday Globe-Democrat is considered by many to have the most beautifully printed Artgravure Section in America.

Its circulation naturally is great . . . and growing—now more than a quarter of a million.

St. Louis
Globe-Democrat.
Artgravure

J. Carr Gamble
 ST. LOUIS

F. St. J. Richards
 NEW YORK

Guy S. Osborn
 CHICAGO

J. S. Scolaro
 DETROIT

C. George Krogness
 SAN FRANCISCO

Derland Agency, Ltd., LONDON
 Associated American Newspapers, PARIS



Automotive Copy

IT IS with considerable pleasure that we call the attention of those who think of us mainly in terms of women's products to such clients as the Bethlehem Spark Plug Company, one of whose advertisements (prepared by us) is shown on the opposite page. We have served this advertiser for some little time. They will themselves gladly tell you how successful the connection has been.

J·H·CROSS^{CO.}

General Advertising Agents

Cross Building, 15th and Locust Streets
Philadelphia

Members:

American Association of Advertising Agencies
Audit Bureau of Circulations
National Outdoor Advertising Bureau



"As good a plug as ever
kept 'er hittin' on high—"

(and the seller
can take the
money with a
straight face!)



Service-station men, and the live
wires in the auto-accessory retail
end, tell me openly they are abso-
lutely for the Bethlehem Movement
—as they call our square-deal price
policy.

Naturally, merchants selling real
value to the car-owner would be
strong for knocking the fictitious-
price system out of selling spark
plugs.

The dealer is so close to the mi-
norities that he treasures that great
good-will which Bethlehem Spark
Plugs get for him. And he knows
that quick turnover comes from
pushing the plug must momentary
believe in—and believe in for
cause!

If you feel that you could use
some made facts about the spark
plug situation, write me for them.
Your jobber will not mind in the
least. He knows we absolutely
protect him, always.

Bethlehem
Spark Plug Co., Inc.
Bethlehem, Penna.

H. Schwalb
President

bethlehem spark
plug

Dealers who get replacement orders on all the
Bethlehem Spark Plugs shipped in Paris to
the post-war market place which are now
at early rates, about FIVE DOLLARS of
value, have made good and will find orders abun-
dantly. Please let others know Bethlehem is
absolutely representative for the dealer.

The advertisement reproduced above is one
of a series now appearing in the leading
automotive trade papers and was prepared
by the J. H. Cross Company.

"I attribute fully half of my success to the Erie Daily Times"—said Mr. David.

Years ago Mr. David arrived in Erie with nothing but confidence in himself. He managed to secure a small amount of merchandise on credit, and he was given a week's credit by the Erie Times.

The Erie Times sold the goods.

Within a few years this account grew to be one of the largest advertising contracts running in the Times, and the business became one of the largest in Erie.

Mr. David sold his business at a handsome profit and went on a vacation. But he returned to Erie and opened a women's shop July 1922 called—"David's Ready-to-Wear." Interviewed a few days after the opening, Mr. David, with his store even then full of customers, expressed himself as more than satisfied with his new venture. Reciting the circumstances of his first opening years ago, he paid this tribute to John Mead, Sr., Publisher—"I attribute fully half of my success to the Erie Daily Times."

Erie Daily Times

A. B. C. Member

Evenings Except Sunday

Representatives:

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

The Influence of the Push-Cart Vendor on Distribution

His Humble Efforts a Sizable Factor in Expanding the Farmer's Market

UNITED STATES DEPARTMENT OF AGRICULTURE,
BUREAU OF AGRICULTURAL ECONOMICS

BOSTON, MASS., September 25, 1922.

Editor of **PRINTERS' INK**:

This Bureau, in co-operation with the Division of Markets, Massachusetts Department of Agriculture, is conducting a study of the influence of the "push-cart" trade on the glutted market and retail marketing in Boston.

Will you please send a bibliography of articles in **PRINTERS' INK** on this subject.

Your advice in this matter will be highly appreciated.

ELDON C. SHOUP,

Research Agent in Marketing.

PRINTERS' INK has not published any articles bearing directly on this query, although the subject has been occasionally alluded to incidentally. The question might be approached from many angles. There are, of course, the public markets, which are operated in many cities largely for the benefit of farmers. Push-cart vendors are allowed access to many of these markets.

The phase of the subject, however, that we think Mr. Shoup is interested in is the regular push-cart trade which has become quite a retail factor in many cities just as it has in Boston. In some places these vendors are allowed to roam at will through much of the city. In other towns they are restricted to certain streets or sections. Usually they are licensed.

Perhaps New York City has more of these wheel-barrow merchants than any city in the country. In certain parts of Gotham, especially on the East Side, hundreds of these carts may be found parked close together, over an area extending for ten or twelve blocks. There was recently a political scandal in New York relative to the loose way that these vendors are licensed. A reporter for one of the dailies wrote a series of articles which exposed the inefficiency of the system, and which has already led to some

important reforms. In getting his information, this reporter hired a cart and operated it for a time. An interesting phase of his exposé was the revelation as to the small amount of money that these vendors make. A dollar a day clear seems to be about all that many of them get out of the business.

One of the advantages of the trade is that it enables the man out of work or the man who is anxious to have an enterprise of his own to get a start in a humble way. There are men who specialize in renting carts. If we remember correctly, we believe these can be rented for as low as twenty-five cents a day. For three or four dollars, a stock of plums or cherries or peaches or shoestrings or neckties or something else may be had. Getting the license is the most difficult part of the proceeding. Thus a man can enter this humble business on a capital of five dollars or even less.

As a rule, the push-cart retailer specializes in some one thing, such as egg plants or second-hand shoes. In that way he can make the best showing on his capital. We have spent many interesting hours studying the push-cart retail section which extends several blocks down First Avenue, south of Fourteenth Street, in New York. A visit to that section will give any advertiser a liberal education in an unfamiliar department of merchandising. Practically every conceivable article of merchandise is sold there, although probably agricultural products predominate. We have seen kitchen chairs, cradles, corsets, gas heaters and other similarly unexpected products offered by these vendors. The push cart is an important means of disposing of jobs. We have seen a stand proprietor open up a box of men's caps and sell a hundred of them for fifty cents each in twenty minutes. They looked like two-dollar

values. Of course it was a job. Many of these fellows spring remarkably clever little selling schemes. This cap man, for instance, had a handful of small pocket mirrors. He loaned one to every prospect who wished to try on a cap.

We have said that these vendors make a poor living. Some of them, however, do very well. Selling and merchandising ability count here as they do elsewhere. You should be mindful that all of these sellers do not start in on so dignified a level as having a cart. Some of them peddle suspenders from their arm or sell from a box of clothespins suspended from the neck. Some of these miniature merchants succeed so well that they are able ultimately to rent stores in the push-cart section. A certain few of them eventually graduate to Fifth Avenue or Broadway.

The greatest advantage of the push-cart business, taking it as a whole, is that it enables a poor family to lay in a large variety of supplies for a small amount of money. A woman will go out with a dollar and bring home a dozen different things for it. We watched one shopper expending a dollar and here is approximately what she got for it:

Clothespins	2c
Lentils	8c
Beans	10c
2 Eggs	7c
Slice of Pumpkin	2c
Pickles	3c
Cauliflower	8c
Turkish Paste	5c
St. John's Bread	6c
Pomegranates	15c
Meat	34c

The outstanding principle of push-cart merchandising is to base the price on the smallest possible unit. Eggs are sold by the piece; pumpkins by the slice; clothespins are sold so many for a penny. In the art of fixing on a price that will present a maximum of attractiveness these push-cart vendors can teach us all aces and spades. In this respect, at least, the East Side has had some influence on general merchandising. Several manufacturers have yielded to the influence to the extent of making

it possible to buy penny units of their products. The National Biscuit Company, for instance, offers certain of its products in glass jars and they are sold a penny's worth at a time.

As to the general influence of these push-cart merchants on glutted markets, it is difficult to say. No doubt the quantity of goods distributed in this way is trifling when compared to the company's total retail business. As a factor in the distribution of agricultural produce, these stands are more important than they are in the distribution of manufactured goods. In the first place, there are more of these vendors selling farm products than there are selling manufactured stuff. In the second place, as we said before, most of the manufactured articles offered in this way are seconds, jobs and inferior stuff. It is probably well to have this merchandise cleared off the market through irregular outlets.

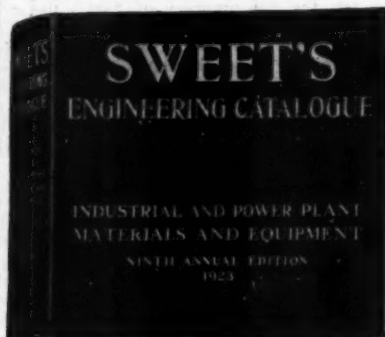
From the agricultural side, the influence of these cart sellers should be regarded as altogether helpful. PRINTERS' INK has often explained that there are many contributing causes to glutted farm produce markets, but one of the principal causes is inadequate retail distribution. There has been a tremendous surplus of fruit this past season. At the same time we think we are safe in saying that very few consumers would admit that they had too much fruit. Most of us did not have enough. If this surplus could have been thoroughly distributed throughout the highways and byways of trade, the gluts would have been largely cleared up. Inasmuch as they furnish an additional channel of distribution, the push-cart vendors did their bit in helping to dispose of these gluts. Every additional outlet that is provided for agricultural produce increases the farmer's market just that much. A thousand push carts going out every morning loaded with lettuce, spinach, cabbage, peas, peaches or apples are bound to sell these vegetables and fruits to folks who would not have bought them were it not for the accessibility of the

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Non-ferro
Metals

Boilers
Refractories
Grates and Stokers
Powdered Fuel Equip-
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Coal and Ash Conveyors
Pumps
Feed Water Heaters, Fil-
ters, Softeners, etc.
Pipe and Piping
Pipe and Boiler Coverings
Valves
Steam Specialties
Condensers
Prime Movers
Recording and Indicating
Instruments
Meters—Water and Oil
Oiling Devices
Lubricants
Packing
Cooling Towers and
Sprays
Compressors
Electric Motors, Genera-
tors and Control
Wire and Cables
Conduit
Wiring Devices
Lighting Fixtures
Telephones
Electric Clocks
Power Transmission Ma-
chinery
Belting and Belt Lacing
Wire and Manila Rope
Cranes and Hoists
Buckets
Conveying and Elevating
Machinery
Electric and Gasoline
Trucks
Industrial Railway
Equipment
Steel Shelving, Lockers
and Furniture
Drafting Room Furniture
Bulletin Boards and
Signs
Vaults and Safes
Tanks and Towers
Steel Plate Construction
Refrigerating and Ice
Making Machines
Cold Storage Insulation
Steam Heating Specialties
Underground Conduits
Fans and Blowers
Dust Collecting Systems
Paint, Industrial and
Technical
Standardized Steel Build-
ings
Industrial Plumbing Fix-
tures
Fencing
Fire Doors
Waterproofing Contrac-
tors
Pneumatic Tools
Welding and Cutting Ap-
paratus
Gas Burners and Fur-
naces
Oil Burning Equipment
Foundry Equipment
Machine Tools
Chemical Apparatus
Crushing and Grinding
Machinery
Heat and Acid Resistant
Ferrous Metals
Non-ferrous Bearing
Metals

is your product in the list at the left?

IF SO, it should be cat-
alogued in SWEET'S
Engineering Catalogue of
Industrial and Power Plant



Materials and Equipment
in company with the prod-
ucts of the 600 and more
leading manufacturers in
the field.

*The importance of proper representation
in Sweet's for every manufacturer of
any item listed at the left can be con-
vincingly demonstrated and the interview
need not be lengthy.*

Sweet's Catalogue Service

THE F. W. DODGE COMPANY
119 W. 40th St. New York City

cart. Mr. Wrigley sells nearly thirty million dollars' worth of gum every year because there are nearly a million distributors retailing his product. Vastly less of the gum would be sold if there were only half as many retailers selling it. There would be fewer gluts if there were as many merchants selling fruits and vegetables as there are selling gum. In this field, at least, there are not "too many retailers."

In the neighborhood of PRINTERS' INK office, there are about a dozen push carts from which fruit is sold. We have often watched sales being made. The fruit is bought largely by office workers. The attractive displays tempt the passerby to purchase an orange or an apple or pear. Nine times out of ten the consumption of that particular piece of fruit was effected only because the vendor happened to be in that spot. If he were not there, the purchaser would not have eaten fruit at that particular time. Do you see, then, what we mean when we say that these stands help to speed up consumption? To that extent they are an ally of advertising.

There is one mistake that these push-cart retailers make when they get out of their original tenement environment. Their price unit is too small. They continue the idea of quoting the price on the single unit. Oranges are priced ten cents each, apples five cents each, and so on. Purchasers are inclined to buy according to the quantity suggested. If the price card says "5 cts each," most buyers will take just one. If it had said "6 for 25 cts," many would have heeded the suggestion. There is much complaint that these vendors charge too much and thus hurt their business. The reason for this is that they try to quote a coin price. If they cannot afford to sell an orange for five cents, they offer it for ten cents. If instead they had made the price "four for a quarter," their sales and ultimate profits would be larger and there would be less complaint about their prices. Of course, it all depends

on the neighborhood. A twenty-five-cent coin price would not be effective on First Avenue, but we believe it would be on Madison Avenue. If the offering of the larger unit seemed to slow up sales, the appeal could be made double-jointed by making the price "7 cts.; 4 for 25 cts."

The point to remember always is that these humble merchants are really important allies of the farmer and of advertising. They are the medium through which thousands of sales are consummated. This was brought home to us unforgettably one day last winter when we encountered on the East Side of New York what is colloquially known as a "Sweet Mickey vendor." These fellows push a stove on wheels through the streets. The stove looks like a small chest of drawers which has been installed on a baby carriage chassis. Sweet potatoes are baked in these drawers. The vendor picks up his fuel (mostly broken boxes) as he travels. We had a talk with the proprietor of one of these perambulating ovens. He worked in a factory, but could get employment for only a half day. He pieced out his income by selling baked "Sweet Miceys" during the afternoon and evening. He sold half a baked potato for two cents; a medium-size tuber for three cents and a large one for four cents. Several hours' effort brought him a dollar. On real good days he might add two dollars to his meager factory wages. Thus he labored for the love of his family. As we talked to this poor, unkempt, illiterate vendor, we were suddenly seized with a sense of his importance in the scheme of distribution. Because he is willing to struggle so humbly, the farmers down South who raise yams and "sweet Miceys" have a little better market for their product. — [Ed. PRINTERS' INK.]

Roland A. Fournier, formerly of the advertising department of the Green Bay, Wis., *Press-Gazette*, has been appointed advertising manager of the Gordon Bent Co., Green Bay, sporting goods.

Supremacy in Circulation

622,749

is the average daily net-paid circulation
of the NEW YORK EVENING JOURNAL
for the six months ending October 1, 1922
(*Government Circulation Statements*).

**The largest daily circulation in America
—and at 3c a copy**

In the New York evening field its circulation
so far exceeds the second paper that it is

**Twice as large as the Evening World
—and 92,651 besides**

The NEW YORK EVENING JOURNAL'S circulation
is so tremendous that it exceeds
whole groups of evening papers.

**More than Evening World, Sun and Globe
combined**

It is greater than any New York morning
paper—and is

**88,000 more than Times and Herald
combined**

The NEW YORK EVENING JOURNAL'S
supremacy in circulation enables advertisers
to cover 40.2% of the New York evening
field in one great, dominant paper.

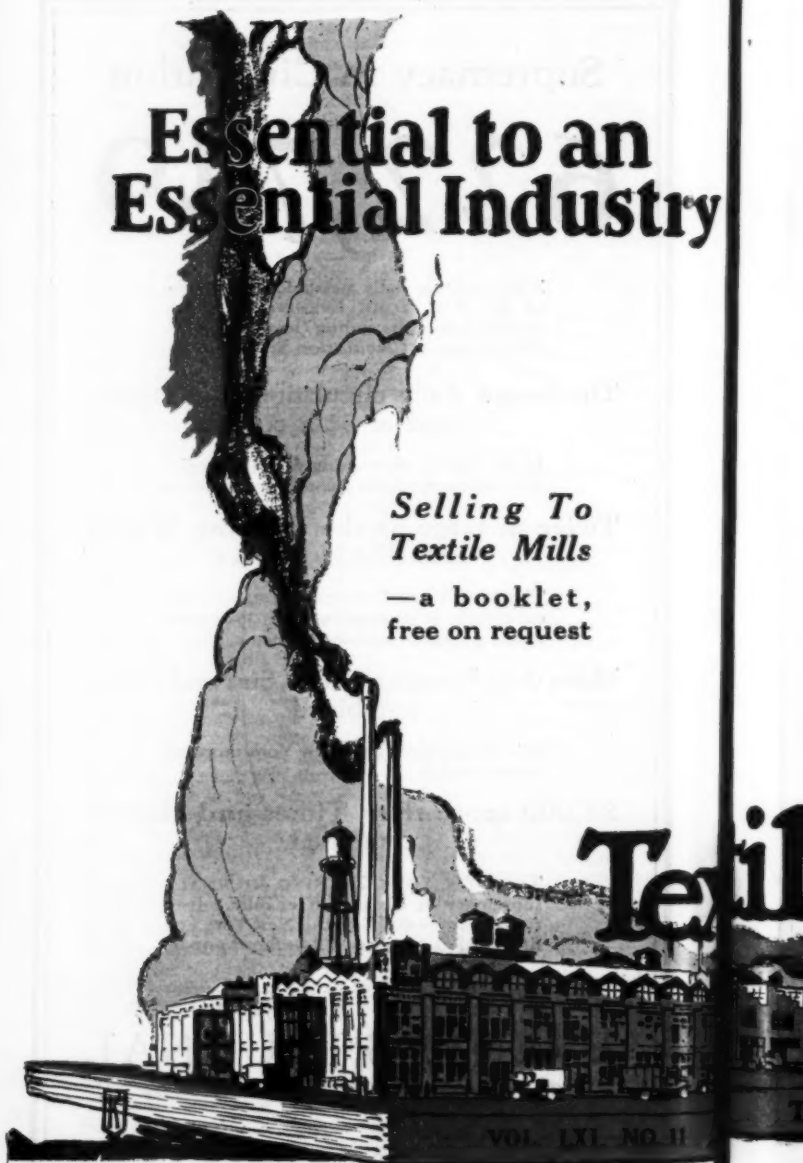
NEW YORK EVENING JOURNAL

*The largest daily circulation in America
—and at 3c a copy*

Essential to an Essential Industry

*Selling To
Textile Mills*

—a booklet,
free on request



It is typically American that our industries and their business papers should have grown up and developed together—each essential to the other.

Textile Manufacturing, with mills in every state of the Union and forming the country's second largest industry in point of invested capital and value of product, has been served by TEXTILE WORLD and its predecessors since 1868.

Age alone does not create prestige.

During these years TEXTILE WORLD has been shouldering responsibility and leadership; achieving results within the textile industry. Fifty-four years of continuous association and accomplishment have built up a prestige which over 800 industrial advertisers are today sharing.

BRAGDON, LORD & NAGLE CO.
334 Fourth Avenue New York

Textile World

A. B. C. and A. B. P.



TEXTILE WORLD

Your Salesmen Can Sell Commodities— Can They Sell Ideas?

Professor W. E. Freeland, Professor of Marketing at the Massachusetts Institute of Technology, says: "An average salesman can go out and sell a product, but he hasn't the personality or the language or the mannerisms that will convince a man that back of that product is a certain type of concern, a certain high ideal of quality and service—the things that will make of that customer a permanent customer; and it is the *selling of ideas* that makes the permanent customer and not the selling of a commodity. The commodity has got to be more than unusually good to stand up unless the idea goes with it."

This is only another argument in favor of a properly edited sales house organ.

By means of a publication similar to one of those we are getting out now for other manufacturers, we can help you interpret your organization and your ideals to your prospects and customers. The job can be done so much better this way than by salesmen themselves that you cannot afford not to investigate sales house organs thoroughly.

Of course, we'll be glad to talk things over with you, place at your disposal any information in our possession and then help you to carry to completion the plans we work out together.

Charles Francis Press

Printing Crafts Building

Telephone Longacre 2320

461 Eighth Avenue, New York City

"300-Turnovers-a-Year" Wins Dealers in Bond Bread Campaign

With Twenty-four Distributing Plants and 50,000 Retail Outlets General Baking Company Starts National Advertising Campaign

By Roland Cole

ONE way to make a sale is to go to a prospect and say: "I know exactly what you want. You are trying to do something, or be something, or you are looking for a certain solution to a problem. This is what you are desirous of doing."

At once the prospect perks a listening ear.

That is the first move to get his attention.

Then should the salesman say: "I can show you how to do or get what you want."

The second step is accomplished and perk goes the other ear.

Now, provided the salesman is skilful enough to keep his product out of sight until he has the prospect well into the happy land of his heart's desire, busily counting his benefits, he is in a fair way of making the sale by rushing in at the right moment with, "Here it is. Just what you've been looking for. Price so much. Sign here. Use my pen if you like."

Another way to make a sale, and in some respects a vastly better way, is to tap the prospect on the chest and say: "You know something about coffee, or corn, or cameras. I want advice. What kind of coffee do you like best? That is, if coffee could be made particularly for your taste, what would be your preference?"

This sends the prospect ruminating—if he likes coffee, and many people do. A lot of them are even fussy about it.

So the salesman says: "Show me what kind of coffee you like." If he can persuade the prospect to show him, or tell him, then the prospect commits himself to something definite. Let the salesman go away and come back with coffee made precisely as the pros-

pect specified and the sale is made and the kind of a sale that should make others.

The General Baking Company is doing something like this in the way it sells Bond Bread. When it goes into a town or a community for the first time with Bond Bread, it does not approach the women of the town and announce "Here is Bond Bread; try it. It is just like mother used to make and you will like it. We have discovered how to make bread better than you know how to make it."

That is not a bad way to sell bread. It has been sold that way. People for the most part are willing to try almost anything once and unless the new thing is greatly disappointing they will stay put until they are asked to try something else.

THE GOAL BAKERS STRIVE TO ATTAIN

Bread, however, is not merely bread. It is baker's bread or home-made bread. With some people home-made bread, no matter how poorly made, is better than any kind of baker's bread, even the best. Probably the most unanswerable reason why it is, is that it is made to order in the home, under home supervision and control and for home consumption. There is often more virtue in the thought of how it is made than in the bread itself.

An advertising campaign should not take too much for granted. Because the product is perfect in every way is not the only reason why people will buy it. Many a perfect product has come short of success for the reason that the public was not permitted to think of it from its own point of view.

The makers of Bond Bread

were prepared to make their bread as good as bread could be made. Two markets challenged them—homes that use baker's bread and homes that bake their own. They wanted both markets. So they hunted up the housekeeper who baked her own and right away they found themselves confronted

the pride of the home-baking housekeeper.

The company said to her: "Your bread pleases you and those for whom you bake it. But home-baking is work and you have to do it. How can we help you to do away with that work and give you the kind of bread you want?"

Bake us a loaf of your bread and let us see whether we cannot bake a loaf for you just like it."

This thought placed a high valuation on the home-baker's ability. It intensified her pride in her own accomplishment. She was proud of her bread and prouder still to learn that a big baking company thought well enough of it to want to make bread like it.

Once the company got hold of this fundamental idea nothing remained but to work it out for two women, each of whose ideas were different, but only slightly different. The remote exception—the woman who made some peculiar kind of bread—had to be left out of consideration. If there was a way to reconcile the

ideas of two women, it would not be difficult to reconcile the ideas of a whole group of women.

The General Baking Company, therefore, took one community at a time, like Buffalo, or Philadelphia, or Boston. It prepared an advertising campaign for that community in which it announced that the women would be invited to tell the company what kind of bread they liked. Each woman was asked to bake a loaf of bread in her own kitchen and submit it as a sample to the company. A committee of local women was appointed to act as judges, including domestic science experts, dietitians and others well known

Why is it called "Bond" Bread?

OVER 15 million people like Bond Bread better than any other loaf. But most of them do not know why it is named "Bond."

The name "Bond" is true to the idea on which Bond Bread was founded seven years ago. This idea was dramatic in its simplicity. It called for absolute purity of ingredients, to be baked in the same way as the best home-made bread.

These materials—best flour, finest best granulated sugar, salt, yeast, pure milk, common salt—are the sole ingredients of each loaf of Bond Bread. Such is the guarantee of the BOND which is printed on the wrapper of each loaf. From that Bond, Bond Bread gets its name.

This Bond does more than guarantee the purity. It implies a pledge that Bond Bread shall be quite as nutritious and even as flavorful as home-made. For Bond Bread is actually prepared after the best of 43,000 loaves, generally baked for us by 43,000 housewives in their own ovens.

Today Bond Bread is baked in our 14 modern bakeries, and is sold by over 10,000 grocers. Many Bond Bread plants are being built as fast as is consistent with an absolute maintenance of quality in the present bakeries.

During seven short years, Bond Bread has become the most asked for brand of bread in all the world. But even that big fact means less to you than the all-important truth—that Bond Bread has really raised the standard of bread quality everywhere.

GENERAL BAKING COMPANY



Bond Bread

NATIONAL ADVERTISING TO WIDEN THE MARKET FOR A
BRAND OF BAKER'S BREAD

with a riddle as old as human nature. The home-baking housekeeper said: "My way is better, because I've been born and brought up in it."

Crushing an argument like that does not annihilate it, since it is rooted in pride. Pride is one of the springs of human action and must not be destroyed. It is the purchasing power, par excellence. The seller has no greater ally than the pride of the buyer. It will lead the buyer to do things he would never think of doing were he without pride. There is no bigger thought in this campaign of the General Baking Company than the way it capitalized

Quantity Plus Quality

BOSTON has only two three-cent daily newspapers. One is a conservative old newspaper, with a circulation of less than 40,000. The other is the alert **EVENING AMERICAN**, with a circulation of about a quarter million.

The American was originally a one-cent newspaper. Some years ago the price was raised to two cents—about two years ago to three cents. Despite these price-advances, the American has the largest evening circulation in its field. As a result of these price-advances, the American has a **decidedly better clientele.**

The latter fact is appreciated by more advertisers every day. Whatever they may have to sell, from automobiles to "wardrobe atoms," they find it pays to offer Boston American readers **the very best.**

They find our readers have money to spend for whatever is one hundred per cent. right.

**ARE YOU GETTING YOUR SHARE OF THIS
TIP-TOP TRADE?**

BOSTON AMERICAN
LARGEST EVENING CIRCULATION IN NEW ENGLAND & N.E.

in the community, such as the wife of the mayor.

Women by the hundred came forward with their home-made loaves of bread. In Buffalo 1,200 loaves were submitted; in Philadelphia, 2,000; in Boston, 6,405. The committee selected the best of these home-baked loaves. Prizes were awarded to the women whose loaves were selected. The prize-winning loaves were turned over to the company's expert bakers. They copied them in taste, in

the "bond"—a label in the form of a guarantee is reproduced in each advertisement—says that the company "is held and firmly bound unto the purchaser" of Bond Bread and warrants that it is made "from the following pure food materials and no other ingredients of any kind." Prominent in each advertisement is the line "Bond Bread—Made as the Housewives showed us."

After the contest in each city was over the advertising devoted



STREET-CAR CARDS ARE USED IN CITIES WHERE THE BREAD HAS DISTRIBUTION

appearance, in texture, in ingredients. They produced a loaf of bread precisely like the best of the prize-winning loaves with whatever improvements the highest quality of ingredients and skill in baking could add to it. The company could therefore truthfully say to the women of that community that they themselves had designed Bond Bread.

After the contest was completed two important ideas had to be put over at once. One of these was that Bond Bread was made exactly in accordance with the wishes of the women whose loaves had been selected by the committee. The other was that the ingredients used in Bond Bread were guaranteed to be pure.

The advertising, therefore, brought out the special significance of the name, Bond Bread—"Bond Bread is so named because each loaf bears this bond of the General Baking Company" and

itself to the virtues of Bond Bread and its health-building qualities. In every advertisement, however, there was inserted a small panel to remind the reader of how Bond Bread had come into existence, such as "Bond Bread is patterned after the prize-winning, home-made loaves selected by your judges in the Bond Bread Baking Contest."

The idea of Bond Bread—a bakery-made loaf of bread backed by a "bond" or guarantee—was the idea of William Deininger, president of the General Baking Company. The idea was born in Rochester, N. Y., in 1915. Deininger Brothers, bakers of Rochester, were one of the first baking plants to enter the General Baking Company organization and was the nucleus around which the organization has been built. The first contest was held in Buffalo, October 14, 1916. Three hundred dollars was offered in prizes.

Since that time contests have

Value Proved By Want Ad Volume

WHAT a newspaper means to the community is better shown by the Classified Section than by any other part of the paper, for the Want Ad Section is the mirror of public faith. A Want Ad can not shriek in bold display lines or buttonhole you with alluring illustrations. It depends entirely on the popularity of the paper in which it is placed. The newspaper that brings Want Ad results is the paper that goes into the homes and the paper that is read carefully. In Detroit that paper is The News—a fact most substantially indicated by the following figures:

Detroit News' Wonderful Want Ad Lead

Shown by Number of Ads Published

Year	News	Next Paper	News Lead
1916	856,957	509,809	67%
1919	906,512	493,158	83%
1921	985,436	376,030	161%
1922*	808,362	266,507	202%

**The 1922 Comparison Is For 9 Months Only.*

The News also leads all other Detroit papers in the amount of want ad space, despite the fact that The News is the only Detroit paper allowing no display effects or type larger than Agate Caps in its Classified Section.

The Detroit News

*Two and a Half Times Nearest Competing Week Day
Circulation in Detroit and Vicinity.*

Largest Sunday Circulation in Michigan.

"Always in the Lead"

Getting Down to Cases

**Let the Official Record at Fargo
Be Your Profit Guide
10 Acres in 7 Hours**

WALLIS
—acre acres per hour—

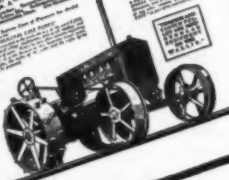
The Wallis record at Fargo is of interest to every farmer and dealer because it shows conclusively the power, strength and economy of the Wallis tractor. The heavy power of the Best Power Wallis is its "strength" in the sense of being able to work, and actually to work the soil, the Wallis tractor through with considerable ease.

The Wallis plowing a garden 1 1/2 times 3 hours after the first plowing, under conditions of 10 acres in 7 hours on the same soil, is a record of the kind that is of all-day work.

**Proof of Performance
Best Sales Asset**

This is a time when every farmer is looking for a tractor that will give him the best results in the least time and at the least cost. The Wallis tractor is the only tractor that has been tested and proved its power, strength and economy in the most thorough manner. The Wallis tractor is the only tractor that has been tested and proved its power, strength and economy in the most thorough manner. The Wallis tractor is the only tractor that has been tested and proved its power, strength and economy in the most thorough manner.

J. I. CASE FLOW WORKS COMPANY
Farm Machinery Division
Farm Machinery Division
Farm Machinery Division



Significant articles describing the advertising and sales activities of the J. I. Case Plow Works Company appeared in these issues of *Printers' Ink* (Weekly): "How Case Keeps the Farmer Sold in an Advertising Way," Sept. 28,

1922; "How Case Capitalizes Tractor Contest Award," Oct. 13, 1921; "Squeezing Advertising Opportunities Dry," April 8, 1920; "Teaches Dealers to Clinch the Sale of Farm Machinery," May 15, 1919.

The following officials of the J. I. Case Plow Works Company are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:*

Name	Title	Weekly	Monthly
H. M. Wallis	President	Yes	Yes
G. C. Weyland	Vice President	"	"
R. O. Hendrickson	Vice President	"	"
W. M. LaVenture	Treasurer	"	"
C. C. Younggreen	Director of Adv.	"	"
W. F. Eberhardt	Office Manager	"	"
C. V. Carter	Asst. Sales Mgr.	"	"
B. Mason Value	Foreign Sales Mgr.	"	"

* Information furnished by
J. I. Case Plow Works Company.

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising Sales and Marketing

185 Madison Avenue, Corner of 34th Street, New York

been held in sixteen other cities, and altogether 43,040 housekeepers have come forward with their loaves of home-made bread. The company has at present twenty-four plants in operation in nineteen cities and the territory covered reaches from Boston on the east, Detroit and St. Louis on the west, to New Orleans on the south, and back to New York. There are plants in all the cities named as well as in Brooklyn, Syracuse, Rochester and Buffalo; in Cleveland, Canton, Toledo and Steubenville; in Newark and Jersey City; in Philadelphia, Washington, Wheeling, W. Va., and Providence, R. I.

With only twenty-four plants in operation, and all of these located in Eastern and Southern territory, how does it come that the General Baking Company is at the present moment launching a campaign of advertising in national publications? For five months, from September, 1922, to January, 1923, national weekly and women's publications will carry page advertisements on Bond Bread. This is the first time, so far as is known, that a brand of bread has been advertised in periodicals of national circulation.

OUTLINE OF CAMPAIGN'S PURPOSE

With so many sections of the country beyond the reach of plants now in operation, just what does the company hope to accomplish with this national campaign?

The first advertisement in the series partly answers this question. To quote from it:

"Its (Bond Bread) flavor, purity and healthfulness have made it the largest selling loaf of bread in the world. And yet it is a matter of regret that to almost half the homes of America, Bond Bread is not as yet available. However, new Bond Bread bakeries are being put into service as fast as is consistent with absolute maintenance of quality in the twenty-four plants now in operation.

"But even those homes, in the

localities where Bond Bread is not yet distributed, can still feel an interest in its leadership—because the proudest achievement of Bond Bread is the fact that it has raised the standard of all breads throughout the land."

The company has issued this statement about its campaign:

"We realize that a number of copies of the magazines in which our advertisements will appear will go into territories where Bond Bread is not yet on sale. But even this circulation will be valuable to the future of Bond Bread because new plants will be established as fast as possible.

"This campaign will help prepare the seed for new plants. It will help create in the minds of a given public a desire for Bond Bread before it arrives. It will establish Bond Bread in the minds of those in new territories who move their place of residence to other localities where it is now sold.

"We believe that our campaign will increase the prestige of Bond Bread among grocers because they know from their experience that such brands as Campbell's Soups, Heinz' 57 Varieties, Borden's Milk and other advertised foods are their surest investment and swiftest turnover. It will give present users and possible users of Bond Bread a better understanding that it is not just another loaf but is different and superior because of its ingredients, its purity, its quality, and the bond which goes with each loaf.

"The question as to whether this campaign will be 50, 75 or 100 per cent effective with retailers of Bond Bread will rest with our sales force. We are merchandising it strongly to every member of our organization. Our salesmen will use this advertising to convince each of their grocers that Bond Bread does stand out alone; that it is permanent; that it will help hold bread business for the legitimate grocer, and that it does mean faster turnover and therefore increased profits for the dealer.

(Continued on page 163)

**The
Hardest Working Book
on the Library Table**

**Just try this. Step
into any good club
and note which per-
iodical is bound in
the most worn
binder.**

Goe. Bee. Are., Life's Advertising Mgr.
New York. B. F. Provandis, Western
Mgr., 1537 Marquette Bldg., Chicago

Life

The Mass of Class Medium

Keep the Spot Light

"LET me add my advertising ability to your business sense," says the old-fashioned advertising man, "and we'll work wonders;" the theory seeming to be that the business man's business wisdom can and will perfect the advertising man's enthusiastic advertising ideas.

The principal trouble with this old-time conception of the agency's function is that it throws — *and keeps* — the dazzling spot light of attention upon the possibilities of advertising — and leaves other business considerations in the shadow *too long*.

Even in this more enlightened day, Business Sense seems, at times, to have no more than a thinking part when Advertising gets nailed to the centre of the stage.

A CLEVER performer — Advertising. It can do more new "stunts" in a business and put more life and "go" into it than Ty Cobb injects into a ball game.

For hogging the spotlight, temperamentally

and artistically, it has prima donna airs — and gets into a London fog.

It gets a lot of applause — and — from the other performers as they pass — from the front of the house.

It certainly has a lot of swell receipts all around the theatre — which gets the star's dressing room and the

AND the rest of the show? Well, it too often is only a "stunt" — anything to take up the time. With Advertising on the bill, what one need?

As a matter of fact, the needs are — very much more; there's something in not seeing or not realizing that if a shadow from the spotlight on keeps them hidden.

Our idea is this:

Use the spot light wisely!

Let Finance, Production, Sales,



Fule

ADVERTISING

Quarterly Meeting
Members

Light Under Control

prima donna backed
—and deserves it
as well as from
of swelling the gate
—which is why it
and the spot light.

rest of show?
too often only "small time"
ing to make up a program.
ising on bill, what more does

er of fame needs much more
more; there's some danger
g or normalizing those needs,
om the light on Advertising

is this:
spot light only!
ace, Promotion, Selling and

Sound-Business-Sense get their full share of attention when you're making up the program and while you're working it.

Consider the show as a whole. Don't let one part over-balance another.

Advertising performs best with a good supporting company.

FULLER & SMITH is an advertising agency which uses business judgment based on broad business experience and sound advertising ability.

The client isn't asked to furnish all the business sense while we furnish nothing but advertising ability; we come to him with both.

And coming with both, we see his business as a whole.

The spot light is always under control.

It is because modern advertising agencies think and operate in this manner that they are now more effective in getting advertising into business than they were in days gone by.

Fuller & Smith

ADVERTISING

CLEVELAND

Member American Association of Advertising Agencies
Member National Outdoor Advertising Bureau, Inc.

\$ 2,788,907 of Building In 6 Months



—a per capita expenditure of approximately \$55.78 for the city of Shreveport—an increase of 24% over the same period last year—testifying to the greatest building activity it has had in years—surpassing in volume that of numerous other cities of similar size and some much larger—once more establishing Shreveport as the best potential market of its size in the South.

Shreveport lies in the greatest combined oil, gas, agricultural and timber field in the world. Its influence and prosperity reach and affect a million and a half people within a radius of 175 miles. 90% of this population is American. The Shreveport Times dominates this field. It is the **FIRST** paper in point of arrival, circulation and reader esteem. Where the Times goes, business flows.

DAILY NOW OVER

29,000

SUNDAY NOW OVER

44,000

The Shreveport Times

Absolutely Dominates the Shreveport Territory

ROBERT EWING, Publisher

JOHN D. EWING, Associate Publisher

Represented by S. C. BECKWITH SPECIAL AGENCY of New York

Represented by JOHN M. BRANHAM COMPANY of Chicago

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chain
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Wool
\$140,

The Estimated Volume of Business of Department Stores

Figures on Annual Sales, Gathered by "Women's Wear"

WOMEN'S WEAR
THE RETAILER'S DAILY NEWSPAPER
NEW YORK

Editor of PRINTERS' INK:

I have gathered together what information we have available in our organization on the annual sales of department stores.

As you will probably realize, most stores do not make public their annual sales volume, and so the figures that we are submitting to you are made up for the most part from estimates of persons who are in a position to have an idea of the amount of business being done by these stores.

I am, therefore, not trying to tell you definitely what business any of these department stores do, but submitting to you data from which you or anyone else will be able to make, I believe, at least a rough estimate.

This is from a news item that appeared in our publications November 30, 1921:

Boston, Nov. 30.—"The largest retail store in the world is Marshall Field & Co., whose business runs from \$65,000,000 to \$73,000,000 a year in normal times," according to the *Boston News Bureau*.

This paper gives some interesting figures on the amount of business some of the world's largest stores do during the year. "The business of 1920," they say "is roughly estimated at 5 per cent below that of normal, or for 1913." Following are the figures given.

Selfridge & Co., London, \$30,000,000; Bon Marche, Paris, \$40,000,000; Marshall Field & Co., Chicago, \$65,000,000; Carson Pirie Scott & Co., Chicago, \$50,000,000; R. H. Macy & Co., Inc., New York, \$25,000,000; Franklin Simon & Co., New York, \$21,000,000; Lord & Taylor, New York, \$20,000,000; Gimbel Brothers, New York, \$20,000,000; Altman & Co., New York, \$18,000,000; John Wanamaker, New York, \$28,000,000; John Wanamaker, Philadelphia, \$27,000,000; N. Snellenberg & Co., Philadelphia, \$10,000,000; Lit Bros., Philadelphia, \$33,000,000.

The above figures are for individual stores, the paper states. "Of course, there are aggregations of stores or chain stores under a single management that top the above figures, notably Woolworth, with 1,111 stores and \$140,000,000 of gross business, United

Cigars 1,400 stores with aggregate business of \$75,000,000, and Kresge with 194 stores and a gross business of between \$50,000,000 and \$60,000,000."

The biggest retail business ever reached, according to the *Boston News Bureau*, was that of "Sears, Roebuck & Co., which for the first three months of 1920 did a business of over \$90,000,000 gross, or over \$1,000,000 a day."

In commenting on the expense in service of department stores, the paper says:

"Formerly department stores did business with expense of 10 per cent and 12 per cent for rent, salaries, delivery, management and all overhead. Today the public is served by the big department stores at an expense exceeding 30 per cent of the gross sales."

As you will note, some of these estimates are considerably off. The following is a list of stores that have announced their sales volumes for 1921, according to figures gathered in our own Retail Department.

R. H. Macy & Co., N. Y., year ended Jan. 28, 1922 \$46,671,762
Saks & Company, N. Y., for the year 1921..... 14,922,000
Gimbel Bros. (three stores) New York, Philadelphia & Milwaukee, for year ended Jan. 31, 1922..... 66,773,565
(This volume, it has been estimated, might be divided into nine parts as follows):
New York store—4 parts
Philadelphia—3 parts
Milwaukee—2 parts
Wm. Filene's Sons Co., Boston, year ended Sept. 1922 23,300,700
May Stores, (Cleveland, St. Louis, Denver, Akron)... 68,254,716
Sanger Bros. (three stores in Texas) year ending 1921 19,000,000

Some of those whose business has been estimated by a financial news bureau are as follows:

Marshall Field & Co., Chicago \$65,000,000
(Marshall Field's total business for retail and wholesale departments was approximately 185,000,000 in 1921 according to a statement made by one of the officials of the organization earlier in the year)
Carson Pirie Scott, Chicago, year ending 1921..... 50,000,000
Wanamaker, Philadelphia... 30,000,000
Wanamaker, New York.... 35,000,000 year ending 1921

Our own Retail Department has also furnished me with these estimates:

Weber & Heilbroner's profits for the past year were given in round numbers as \$250,000, and their average inventory as \$900,000. From this it can be estimated that their annual sales volume is about \$5,000,000.

The Associated Dry Goods Corporation have never issued a statement as to their sales, although they do annually state their profits. However, it would be fair to assume that \$25,000,000 is the present sales volume of Lord & Taylor. The figure for Altman's would be about similar to that of Lord & Taylor. McCreery & Co.'s sales volume could be placed at about \$20,000,000. Franklin Simon's sales volume is at present probably \$25,000,000.

At first sight all of these data may seem confusing, but I believe that they will be of value to anyone wanting to make an estimate from these figures in so far as they can see all of the source of material.

J. H. McMULLEN,
Advertising Department, WOMEN'S WEAR.

"Florex" a New Advertiser in the Newspapers

"Florex," a preparation for cement floors, applied like paint, is being advertised in 200-line newspaper space by the Wailes Dove-Harmiston Corporation, Philadelphia. The copy points out that the preparation enables even the cellar floor to be kept clean. The list of dealers in each city is given.

Girard Hammond, Sales Manager, Dairyman's League

Girard Hammond has been appointed sales manager of the Dairyman's League Co-operative Association, Inc., Utica, N. Y., to succeed George B. Snowden.

Mr. Hammond was formerly advertising manager of both the Dairyman's League Co-operative Association and the *Dairyman's League News*.

In Charge of Batten Agency's Chicago Office

George Batten Company, Inc., has appointed Egbert White as manager of its Chicago office. Mr. White had been with the New York office of the Batten agency for the last six years as an account executive.

Meeting of Outdoor Advertising Association

The thirteenth annual convention of the Outdoor Advertising Association was held October 5 and 6 at the Hotel Traymore, Atlantic City. A resolution calling for the complete standardization of plant construction, method of operation and sales exploitation with a view of increasing the value of painted displays as a national medium was unanimously adopted.

Plans for establishing definite units whereby these results may be accomplished were discussed and referred to the Board of Directors with entire power to act. As an initial step in this programme the employment of an architectural engineer who shall supervise the establishment of these fixed units has been suggested, although under this action each member is held strictly responsible for the maintenance and operation of his plant along these lines. Among those who spoke in favor of this new move with respect to painted displays were Harold Mahin, sales director, and Herbert Fiske, both of the O. J. Gude Co., New York; H. L. Gilhoffer and E. W. Hopkins, of the Outdoor Advertising Bureau; and Carl Hunt, of the Associated Advertising Clubs of the World.

The following officers were re-elected for another year: H. C. Macdonald, Walker & Co., Detroit, president; H. R. McClintock, McClintock System, San Diego, Cal., vice-president; Leonard Dreyfuss, United Advertising Corporation, New York, treasurer. C. E. Shaffner, of Detroit, was appointed paid secretary of the association.

Underwear Advertised in Medical Journals

The Tryon Knitting Mills, Amsterdam, N. Y., are using two-column space in the medical journals to advertise their "Balrib To-and-Fro" union suits to the medical profession. A catch phrase prominently displayed says: "The new Union Suit that is built according to your prescription." A special introductory offer is made and a money-back guarantee is given.

Advertises Hotel by Selling Its Bread

The Adelphia Hotel, Philadelphia, is featuring in its newspaper copy a toasted raisin bread. Two tempting slices of the bread are shown beside a covered dish, with the "A" on the cover. A recent heading read "The Toast of the Town." The copy describes how the bread is made and its tastefulness.

Welsh Coal Advertised in United States

The Community Fuel Corporation, New York City, is using large space in the newspapers to introduce Welsh Dry Anthracite Furnace Coal. The feature of the copy is that there are no restrictions on imported coal and that bins can be filled now.

The
PLAIN DEALER
INCREASES ITS CIRCULATION
SUPREMACY

Daily Circulation
193,141

Sunday Circulation
222,217

**THIS is the largest group of
progressive, responsive read-
ers, ever assembled by an
Ohio newspaper**

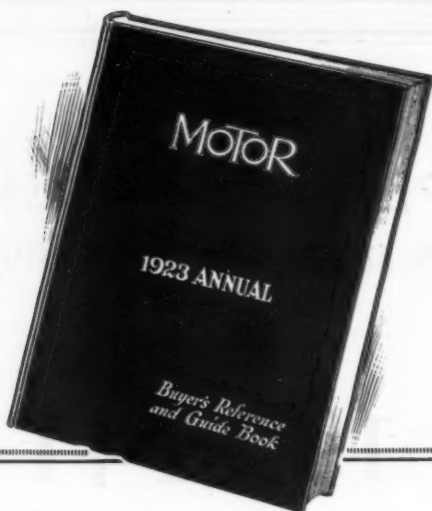
Other Cleveland Newspaper Circulations

PRESS	SUNDAY NEWS-LEADER	NEWS
182,548	178,313	155,258

The Plain Dealer
First Newspaper of Cleveland, Fifth City

J. B. WOODWARD
Times Bldg., New York

WOODWARD & KELLY
Security Building, Chicago
Fine Arts Bldg., Detroit



A plus service—minus cost

THIS book represents one of the most important phases of the service rendered to advertisers whose messages appear in the Annual January Show and Reference Number of MoToR.

This special cloth-bound copy of the big issue will be placed in the hands of:

- the President and Sales Manager of every automobile manufacturing company in the United States, and
- every prominent jobber in the automobile industry,

for use as a Buyer's Guide and Reference Book for the entire year of 1923.

This book is durable and valuable. It is instinctively referred to by manufacturers and jobbers who are in the market for automotive merchandise. Containing the announcements of practically every important automotive manufacturer, MoToR's Buyer's Guide and Reference Book simplifies the purchasing problems of its users and the selling problems of its advertisers.

And this important service is rendered without charge—let us tell you more about it.

MOTOR

119 WEST 40th ST.
NEW YORK, N. Y.

HEARST BLDG.
CHICAGO

KRESGE BLDG.
DETROIT

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A Ballyhoo for Babbitt

A Review by an Advertising Man of the New Novel with the Advertising Atmosphere

By Earnest Elmo Calkins

THE latest book on advertising is named Babbitt.* It is supposedly a novel by Sinclair Lewis, the man who wrote *Main Street*, but there are things in it about advertising not to be found in Hollingsworth, or Durstine—or even Calkins. After successfully stripping the glamor from small-town stuff, Lewis now directs the shafts of his satire at the newest of the professions, and some of its reactions. It is a tract on commercial research, trade investigations, and especially on consumer acceptance.

Every advertising man ought to read it. It is vastly amusing, for one thing. It is just the book to drop into your bag as you set out to visit your client and give him a glimpse of the ideas you have been incubating. It's barely possible that the client may be Babbitt. At any rate, our job has broken into literature. It furnishes the leit-motif for a regular book. The story is saturated with advertising and salesmanship, thoroughly modern and up to date. It may make some of us pause a bit, and wonder if we are taking ourselves too seriously.

Advertising men as characters in books are not novel. Wells with *Ponderevo* in *Tono-Bungay*, Gissing with *Luckworth Crewe* in *In the Year of Jubilee*, and Locke with *Clem Sipher* in *Septimus*, all described a certain type of advertising man, not the best type, to be sure, and English advertising men at that. But I do not recall a book in which the fabric of advertising is more skilfully interwoven. Mr. Lewis naturally deals with those phases of advertising which lend themselves to satire and amusing treatment, but he gives a far more accurate picture than does George M. Cohan,

for instance, in his play, "It Pays to Advertise."

The book concerns itself with George Follansbee Babbitt, of the Babbitt-Thompson Realty Company, realtors, of Zenith City, which is any city of 300,000 population which believes and maintains that it is the best little ole town in U. S. A. Babbitt is the man we all know, and that we quite frequently are. He is the "Mr." of Brigg's "Mr. and Mrs.," the common people in every political cartoon, the 100 per cent American, who is a Booster, and Elk and a Rotarian, a Good Mixer and a Regular Guy, and whose mind, according to Mr. Lewis, is made up by the national advertisers. He believes in pep and zip, and his speech is peppered with the more obvious forms of ginger-up promotion literature.

Babbitt believes in advertising. His house is full of things it has sold him, and he regards them with naïve pride. The house itself is right out of *Cheerful Modern Homes for Medium Incomes*. He is awakened in the morning by the best of nationally advertised alarm clocks. And all through the book you see him reacting to the advertising urge with a naturalness that must prove a valuable document to the plan builders in the advertising agencies. We even see him engaged in writing copy, and expressing his views about the art to his young man, who had ventured to submit some poetry for the purpose:

"Yes, yes, yes, hell, yes, of course I get it. But—Oh, I think we'd better use something more dignified and forceful, like, 'We lead, others follow,' or 'Eventually, why not now?' Course I believe in using poetry and humor and all that junk when it turns the trick, but with a high-class, restricted development like the

*Babbitt, by Sinclair Lewis. New York, Harcourt, Brace & Co. 1922.

Glen we better stick to the more dignified approach, see how I mean? Well, I guess that's all, this morning, Chet."

And then he writes a dignified and forceful ad about a cemetery and rejoices to himself as he reads it over, "I guess that'll show Chan Mott and his weedy old Wildwood Cemetery something about modern merchandising."

The difference between Babbitt's regular business letters and his business-getting letters will make an advertising man giggle, it shows so graphically the hopeless mental attitude of many men toward advertising as being something utterly unrelated to one's ordinary everyday existence. And then there was the discussion with his son about the amount of dependence that could be placed on those seductive ads which promise so much in the way of Memory, Will Power, Muscle—all that Master-Mind bunk, which moves him to say:

"Well, well—I'm a son of a gun! I knew this correspondence school business had become a mighty profitable game—makes suburban real estate look like two cents!—but I didn't realize it'd get to be such a regular key industry! Must rank up with groceries and movies. Always figured somebody'd come along with brains to not leave education to a lot of bookworms and impractical theorists but make a big thing out of it. Yes, I can see how a lot of these courses might interest you. I must ask the fellows at the Athletic if they ever realized—But same time, Ted, you know how advertisers, I mean some advertisers, exaggerate. I don't know as they'd be able to jam you through these courses as fast as they claim they can."

Chum Frink, the advertising man, a sort of blend of a zippy copy writer and a syndicate heart-throb poet, is of course no fair sample of a profession that contains such men as Bruce Barton, Harry Dwight Smith and A. W. Erickson. No literary man is quite able to resist the impulse to show a real-dyed-in-the-wool advertis-

ing man as something of a charlatan. The Dr. Munyon legend dies hard. But Chum Frink is entertaining. Just listen to him:

"I've got a literary problem that's worrying me to death. I'm doing a series of ads for the Zeeco Car and I want to make each of 'em a real little gem—reg'lar stylistic stuff. I'm all for this theory that perfection is the stunt, or nothing at all, and these are as tough things as I ever tackled. You might think it'd be harder to do my poems—all these Heart Topics: home and fireside and happiness—but they're cinches. You can't go wrong on 'em; you know what sentiments any decent go-ahead fellow must have if he plays the game, and you stick right to 'em. But the poetry of industrialism, now there's a literary line where you got to open up new territory. Do you know the fellow who's really the American genius? The fellow who you don't know his name and I don't either, but his work ought to be preserved so's future generations can judge our American thought and originality today? Why, the fellow that writes the Prince Albert Tobacco ads! Just listen to this:

It's P. A. that jams such joy in jimmy pipes. Say—bet you've often bent-an-ear to that spill-of-speech about hopping from five to f-i-f-t-y p-e-r by "stepping on her a bit!" Guess that's going some, all right—BUT—just among ourselves, you better start a rapidwhiz system to keep tabs as to how fast you'll buzz from low smoke spirits to *tiptop-high*—once you line up behind a jimmy pipe that's all aglow with that peach-of-a-pal, Prince Albert.

Prince Albert is john-on-the-job—always joy'usly more-ish in flavor; always delightfully cool and fragrant! For a fact, you never hooked with such double-decked, copper-riveted, two-fisted smoke enjoyment.

Go to a pipe—speed-o-quick like you light on a good thing! Why—packed with Prince Albert you can play a joy'us jimmy straight across the boards! And you know what that means!

"Now that," caroled the motor agent, Eddie Swanson, "that's what I call he-literature! That Prince Albert fellow—though, gosh, there can't be just one fellow that writes 'em; must be a big board of classy ink-slingers



ACCURACY

THE same spirit that actuates the *master* of any craft—that love of workmanship good and true—that precision and exactness in execution typified in the *work* of man that endure, is exemplified in the work of those whose business it is to disseminate the news and the thought of the world through the columns of The Detroit Free Press.

Thus does accuracy beget confidence—a reader-interest, a faith, a belief, that, in turn, makes sure and certain returns from advertising that accompanies truthful, accurate, unbiased news as it has appeared in The Detroit Free Press daily, since 1831.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

NATIONAL CONVENTION NEW ORLEANS OCTOBER, 16-20



ADD to a convention program of surpassing interest the attraction of spending five days in the old-world, new-world atmosphere of New Orleans; —Where you'll call "Garçon" as of yore and Reveille will be played to the tune of "Hail, the Gang's All Here";

—Where "Oui, Oui" will be the only answer to "Promenade avec moi?" and real black mammies will make pralines and brew coffee for you on the same "banquets" where dandies of a century ago stopped with newly arrived mademoiselles from La Belle France to partake of dainties famous then as now;

—Where hospitality learned its name and lives up to it even to this day;

—And where "beaucoup" buddies of advertising faith are going to welcome you with hearts, arms and homes open wide.

Sound interesting? Then: Oh—

Buddy! Let's Go NEW ORLEANS STATES

Circulation Sunday October 1, 70,449
Every Afternoon and Sunday Morning

Established 1879

ROBERT EWING, Publisher

Representatives: S. C. BECKWITH SPECIAL AGENCY; World Bldg., New York
JOHN M. BRANHAM COMPANY, Mollers Bldg., Chicago

in conference, but anyway: now, him, he doesn't write for long-haired pikers, he writes for Regular Guys, he writes for *me*, and I tip my benny to him! The only thing is: I wonder if it sells the goods? Course, like all these poets, this Prince Albert fellow lets his idea run away with him. It makes elegant reading, but it don't say nothing. I'd never go out and buy Prince Albert Tobacco after reading it, because it doesn't tell me anything about the stuff. It's just a bunch of fluff."

Frink faced him: "Oh, you're crazy! Have I got to sell you the idea of Style? Anyway, that's the kind of stuff I'd like to do for the Zeeco. But I simply can't. So I decided to stick to the straight poetic, and I took a shot at a high-brow ad for the Zeeco. How do you like this:

The long white trail is calling—calling—and it's over the hills and far away for every man or woman that has red blood in his veins and on his lips the ancient song of the buccaneers. It's away with dull drudging, and a fig for care. Speed—glorious Speed—it's more than just a moment's exhilaration—it's Life for you and me! This great new truth the makers of the Zeeco Car have considered as much as price and style. It's fleet as the antelope, smooth as the glide of a swallow, yet powerful as the charge of a bull-elephant. Class breathes in every line. Listen, brother! You'll never know what the high art of hiking is till you TRY LIFE'S ZIPPINGEST ZEST—THE ZEECO!

"Yes," Frink mused, "that's got an elegant color to it, if I do say so, but it ain't got the originality of 'spill-of-speech!'"

The whole company sighed with sympathy and admiration.

The book is recommended especially to the members of the Associated Advertising Clubs of the World.

Isaac Goldmann Company Appoints H. J. Ronalds

Henry Jay Ronalds has resigned as advertising counselor of the Carey Printing Company to become assistant sales manager of Isaac Goldmann Company, New York printers. Mr. Ronalds was formerly president of the H. J. Ronalds Printing Company and New York manager of the Essex Press where he was engaged in catalogue and magazine work.

What Meaning Does "Stylog" Convey to You?

GEO. F. DITTMANN BOOT AND SHOE CO.
ST. LOUIS

Editor of PRINTERS' INK:

I am mailing you today the Dittmann quick order Stylog No. 1, not because I consider it a work of art (which it isn't), but on account of the name.

It cannot be called a catalogue, and as I do not like to call it a flier or a circular, I have combined the name style and catalogue.

Have you any knowledge of seeing this name before?

HARRY MEYER
Advertising Manager.

WE are unable to find that the name "Stylog" has ever been used by any other company and presumably the Dittmann company would be able to register it as a trade-mark with the U. S. Patent Office. An article outlining the advantages of trade-marking the name of a company publication appeared in PRINTERS' INK of December 16, 1915, on page 71.

The question arises, however, whether or not it would be advisable to coin a word of this sort to be used as the name of a catalogue, or even of a flier or circular. As Mr. Meyer explains the name, it seems to be understandable, but an explanation cannot be sent with every issue of the Dittmann publication to show the meaning of the new word. We believe that "Stylog" might prove to be a handicap rather than otherwise, and that sober thought ought to be given the matter before the name is adopted.—[Ed. PRINTERS' INK.]

Yankee Roll Company of New York Appoints Agency

The Yankee Roll Company, of New York, N. Y., has placed its advertising account with Hulscher-Rothenburg, Inc., an advertising agency of that city. The company has also appointed Cleveland A. Chandler & Company, Boston, as special merchandising counsel. An advertising campaign is being run in New York newspapers.

Mrs. Maud Forbes Holahan has been appointed advertising manager of the Indiana Limestone Quarrymen's Association, with headquarters in Chicago.

Some Things I Have Learned about Selling

Observations of a Man Who Was "Brought Up on Selling"

By B. F. Affleck

President, The Universal Portland Cement Company

I WAS brought up on selling. When our company had only one salesman, I was that one. When it had two I was the boss. When it had quite a number I was given the title of sales manager. And so, when I became head of the company, I took with me a keen realization of the great emphasis that must be put in any business on *proper* sales activity.

Just what is meant by that? As I see it, salesmanship is not nearly so complicated as some folks would like to have us suppose. In fact, at its best it is strikingly simple. If I were to reduce my understanding of salesmanship, written or spoken, to something like a formula, I believe my phrasing would be about like this:

Selling consists of:

Telling the facts about what you have to sell, to somebody who may need your product, and telling it so plainly, so forcefully, and so often, that it is no possible fault of yours if the buyer fails to get the message.

There is a deal of talk about the "art" of salesmanship. There may be an art. But if so, it is in the refinements of technique, and is not involved in the essentials. Such refinements may be all right, if they are not too fine-spun. But the minute they tend away from the fundamentals I have named, they become all wrong. They are not salesmanship then, but something entirely different. That, at least, is my experience.

And my experience leads me to another conclusion: the one thing that matters above all others in selling is persistence: keeping everlastingly at it, so the buyer cannot help knowing the product and knowing that *yours* is the one he needs.

I remember very well one of my

early sales of cement. It was my first sale under a new programme of manufacturing inaugurated by our company. The quantity was small. The price received was zero. But the effort I put into making the sale was far greater than I later put into some sales involving thousands of barrels and dollars.

We had started with the manufacture of a low-grade cement. Then we switched to Portland cement, the standard product for which there appeared to be the largest demand. At that time I was in St. Louis with the Illinois Steel Company, of which the cement business was at first merely a department.

Up to then, most cement had been imported. The product of United States factories did not become a serious competitor with foreign-made cement until late in the nineties. In fact, the hard job then was to sell any cement made in this country, because people had already been educated to use the imported brand.

A JOB OF SELLING THAT HAD TO BE DONE

Across from the offices we occupied in St. Louis, a new Stock Exchange building was in course of construction. They had reached a point where they were about ready to lay the sidewalk. I wanted to provide the cement for that sidewalk. I wanted to do so partly in order to dispose of some of our product, but chiefly because the sidewalk was in full view of our windows. If we got the contract, I could easily point to the job and show prospective customers where our cement was actually in use!

Only forty barrels, less than a carload, were needed for the job.

WHO

HANDLES YOUR ACCOUNT AT THE AGENCY?

Advertising agency service *must* rise above the ability of an individual. But it can *never* rise above the *intelligence* of the group. And group intelligence is usable only by *method*. Therefore, agency service is as good as the *methods* guiding it—and no better.

We have proved that *method* in writing advertising is important. So we try to employ men who think methodically. Recently we interviewed 40 writers—of 10 years' experience or more. Not one was able to state that he had any method—any definable way of going about the preparation of advertising. He just "familiarized himself" with the product—and wrote.

That is fairly typical. Most advertising is prepared by "hunch"—by phrase making—by cleverness—by fancy layout effects—by

striving to please the man whose okay is sought. Small wonder that the submission of the "finished" job usually means a hot discussion—or an unthinking "I guess that's all right."

In our 14 years' experience we have worked away from too much individualism toward a "balanced group" or "operating unit" to handle accounts. It gives you more than one mind on your work, yet centers responsibility and assures continuous service. The *method* that makes it possible is—

The Hoops Method of Constructing Advertising

Whether a man is spending \$500 or \$50,000 to print a single advertisement he ought to have a preconceived notion of what will constitute a profitable message. There should be certain specifications to be met in so important an expenditure.

Our *method* begins with arriving at the specifications and ends with meeting them point by point. Every client of ours knows just why his copy looks and reads as it does. There is little discussion as to whether it's right. Ma, I call personally and tell you more about this unusual agency?

WALTER W. HOOPS

HOOPS

ADVERTISING COMPANY · EST · 1908

Charter Member—American Association
of Advertising Agencies
9 EAST HURON STREET



National Outdoor Advertising Bureau
Audit Bureau of Circulations
CHICAGO, ILLINOIS

Sell Where the Market Increases 85,000 a Year



American Manufacturers may have overlooked the possibilities in Australasia. But, stop. Consider the significance of these figures: The increase of 85,000 in population each year is an annual increase of more than 1.25%—25% more than the normal increase in the population of the United States.

The population of the Australasian territory is mostly concentrated in and about the few great cities of the commonwealth. It is a wealthy population—the wealthiest population, per capita, in the world. It is an easy, receptive market for American branded goods.

This market can be cultivated easily and profitably. But the advertising and selling plans must be laid out and executed under the direction of an organization thoroughly familiar with Australian habits and customs.

Trained by eight years' experience in advertising, distributing and selling nearly every kind of American merchandise in Australasia, this Agency is peculiarly qualified to represent American Manufacturers in this ever growing market.

We have prepared an interesting booklet, "Advertising and Selling in Australasia," which describes the opportunities that exist in the great island continent. We will be glad to send a copy to any manufacturer or advertiser requesting it. Address

Australian Marketing Service

Wylie B. Jones Advertising Agency

BINGHAMTON, NEW YORK

BRANCHES

381 Fourth Avenue
New York City

Niagara Life Building
Buffalo, New York

Sydney, N. S. W.
Australia

I saw the contractor and offered to give him the cement if he would use it.

"Sure," he said, after I had told him frankly why I wanted that particular stretch of sidewalk so badly, "it's all right with me. I'll be glad enough to use your stuff. But you'll have to see the architects, too."

There was nothing in it for the architects, as there was for the contractor. I found them about as tough a pair to convince as I have ever met. I did succeed comparatively easily with one, but the other was of German extraction and very conservative tendencies. He had always specified imported cement, and he believed in it with profound conviction.

A new product always encounters much opposition of that sort. Established buying habits have to be rooted out to make way for the new. Rarely indeed do new articles come on the market fitting a need so obviously that they have only to be described to create demand.

I agreed at length, in my tussle with the stubborn architect, not only to charge nothing for the cement, but also to take it out and replace it at our expense with any other cement desired, if it failed to stand up and prove entirely satisfactory under use. On that basis I managed to make my proposals so bothersomely insistent that finally I won reluctant approval. That particular bit of sidewalk is still in service in front of the Stock Exchange building in St. Louis!

MEET COMPETITION'S ARGUMENT

We encountered early opposition on another score, due to the nature of our product. Competitors took advantage of a general lack of knowledge about cement, to run down our brand. In meeting this I learned something.

Cement, speaking broadly, is made from limestone combined with certain other kinds of rock—shale, marl, or clay—in proper chemical proportions. However, we discovered that slag from the steel mills contained the proper

ingredients. Previously it had cost money to get rid of the slag. As we could use it, to do so was a positive economy.

But our competitors made capital of the fact. A salesman would shrug his shoulders suggestively if a prospect inquired about our cement.

"It's all right," he would say, "if you want to put up a building with a lot of *refuse* in your walls. Sure, go ahead! I can't stop you!"

At first, unwisely, we tried to dodge the issue. I learned then that dodging an issue is seldom sound salesmanship. If you have to do it to cover up something about your product, you are not selling; you are cheating through your failure to state essential facts. If you do not have something which you need to cover up, it is mere folly to appear to do so.

We had nothing to cover up. The slag made cement just as good as, if not better than that of other manufacturers. As the explanation was rather inconvenient and technical, however, we usually tried to avoid it and talk about something else. That did not get us very far.

Finally we met the issue squarely. We prepared a circular and put out thousands of copies, in which we not only *admitted* that we used slag in making our cement, but explained and *praised* it; and told why it was a good thing to do. That was a conclusive circular. For some time the salesmen of other companies kept on trying to meet us on their old ground. But they couldn't manage it. The customers were educated.

"Of course they use slag," a dealer would reply. "I know all about it. They sent me a circular. It's around here somewhere. You're talking bunk. If you've got any real arguments, let's hear 'em!"

That piece of copy, based on the idea of meeting an honest issue squarely, telling the facts, and making capital of them, did the business.

Farmers have become very large

users of cement. This market began to develop before we quite perceived its possibilities for ourselves, belying in some degree the maxim that a product seldom creates its own demand.

In this case, we learned that here and there a farmer was buying cement. The number in the aggregate was large. We investigated to find out where and how the farmers were using it, and discovered a great variety of interesting things. We set to work energetically to cultivate the new field.

Our development of this market was aided by the fact that the farmer, speaking generally, is not in the habit of charging for the working time of himself or of his sons. Cement is a product that almost anybody can use well, with a little study, and it satisfies the hankering for creating something that most of us at some time found an outlet for in making mud pies, snow men, and the like.

DISCOVERY OF A BIG TALKING POINT TO FARMERS

I remember driving in central Illinois several years ago with one of our dealers. We came to a farm where the owner had built ornamental posts at either side of the entrance to his driveway. We stopped to talk with him, and I remarked that I was interested in those posts.

"Have you any idea how much they cost you?" I asked.

"Oh, they didn't cost much," he replied. "I don't know as I can say how much they did cost."

I persisted, because I wanted to know; and finally the farmer came down to cases. He told me he had used eight bags of cement, at fifty cents a bag.

"That's four dollars. Then there were some iron rods: a dollar and a quarter, I think I paid for them. Nails—maybe I used ten cents' worth. What does that come to? Five thirty-five? That's all those posts cost me."

"But what about gravel and sand?" I asked.

"Well," the farmer replied, "we got it all for nothing. The boys

drove to a creek down yonder a ways and hauled a couple of wagon loads."

"But what about your time?"

"Oh," he replied, "we didn't have anything else to do!"

If you had tried to erect a couple of posts like that in the city, I doubt if a contractor would have bid on them under \$75. But the farmer figured that they stood him \$5.35!

That was the rather general attitude of farmers, we found. They could make things of cement when they couldn't do anything else. It was a pleasant material to work with, and made durable structures.

When we began to exploit this market in earnest, we sought the best way to tell our story to them plainly, forcefully, and often enough to be effective. We secured the names of a large number of farmers, through our dealers. Then we issued a small house magazine, called "Farm Cement News," in which we described all sorts of actual buildings and devices made of concrete and used on farms.

We told just how to construct them. We gave certain necessary instructions regarding the proper use of cement. This bulletin was issued at irregular intervals, usually twice a year, for several years. It went to nearly a half million farmers, and greatly increased our sales among them.

In reviewing our company's development, although I have the highest regard for selling in all its forms, I am not inclined to say that we have depended altogether or even chiefly on advertising *per se*, or on sales energy properly so-called. We have certainly relied to a very great extent on one of the best arguments for getting business ever invented: namely, manufacturing efficiency, a better and better product made and sold at continually lower prices. Sales energy can be directed with the best will in the world, but unless the product and methods of manufacture are improving at the same time, this energy is likely to prove fatuous.

Subject: Why Blame Advertising?

Gentlemen:

If your competitors have improved on your product, why blame your advertising because sales are falling down? Why not make your product better than your competitors'?

If one of your competitors has come out with a better selling plan which is taking business away from you, why not beat him at his own game? Don't complain about your advertising being unproductive when in reality your sales department is to blame.

Many people only half understand advertising, and therefore only half believe in it. Consequently when anything goes wrong, they blame the advertising. That is the first expenditure which they reduce.

Our advertising agency is respected for the thoroughness with which it goes into a manufacturer's problems of marketing in order that it may plan the advertising based on a sound working knowledge of competitive marketing conditions. Advertising is not always essential to marketing. Enormous volumes of goods are marketed without advertising, but the right kind of advertising reduces the cost of marketing. If you will go along with us to the bottom of your problems of marketing, you will get many new slants on fundamental difficulties and practical solutions.

Advertising agency service is largely a personal matter. You may engage the biggest and most perfectly organized advertising agency, but unless there is one man in that organization who has your interests at heart all the time, you will be disappointed. Cut-and-dried routine advertising agency service, no matter how perfect mechanically, may go just as far wrong as sheer personal neglect can go. In fact, sometimes mechanical routine works so perfectly that it carries you far afield. You get interested in the machinery to the detriment of the basic purpose of the advertising.

If the agent has his thoughts too much on the art work, and the written copy, and the engravings, and the advertising mediums, and the checking up, and the billing, and even the economic purchasing of space and materials, he may be a very costly adviser—for his mind will be on details rather than on the fundamental question of whether you should do the thing at all, about which you are all so busy. Far better might the agent say, "Prove to me that you should advertise and then I will discuss advertising details with you."

The amount of the advertising appropriation and the channels and manner of its expenditure should almost automatically settle themselves if the advertising agency has thoroughly mastered all of the problems which surround the marketing of your product.

Very truly yours,

M. B. Gould Company

Advertising Agency

Charter Member A. A. A. A.

60 W. 35th St., N. Y.

The next letter in this series will appear in PRINTERS' INK, issue of Oct. 26

Advertise Talcum Powder in



CHILD LIFE

THE success of talcum powder advertising is assured if you get the mother's attention when her children's welfare is most in her thoughts. Such is the case with talcum advertising in "Child Life," which mothers read to fascinated little ones in more than 100,000 of America's better class homes.

Tell the mother about the fine qualities of your talcum powder when she has her kiddies gathered about her. Then she realizes most vividly the need for the right kind of talcum. Then she has the comfort of tender young bodies most in her mind. Advertise talcum powder in "Child Life," and all else that adds to the comfort, health and happiness of youngsters.

Write today for rates, detailed information and a copy of "Child Life" to look over.

Published by

RAND McNALLY & COMPANY

536 S. Clark Street, Chicago

Largest Publishers of Books for Children



Mothers who *select* read
"CHILD LIFE" to their children



Nevertheless, advertising has played an important part in our programme. Our salesmen, fortunately, have been kept heartily in sympathy with our spending money in that way instead of concentrating our expenditures on them.

Our first advertisements were hardly more than cards in certain publications: we announced that we made cement. We saw in time that the selling value of this process was negligible, and later we changed to promotional copy, with the object of urging in general the use of cement as a construction material. Such advertising naturally served the interests of all manufacturers, but we felt we would get our share of the business that resulted if we were on the job.

We did. The copy was very effective. But as long as others shared in the benefits, it seemed only fair that they should share in the costs too. This promotional advertising was therefore taken over by the Portland Cement Association, in which the mutual interests of eighty-six manufacturers are merged. We then began to do somewhat less advertising over our own name, spending our money more largely with the association.

I should say that in our advertising we have been greatly impressed by the force of the direct appeal. We have used circulars and letters on many occasions with impressive effect. Many times there is no better way to place the facts before possible users at a reasonable cost. I have mentioned two occasions: when we put out our "Farm Cement News" and when we took up the issue against us on the score of our use of slag. In both cases we accomplished our objects speedily and effectively.

In concluding, I want to say a word about salesmen. There is no special sort of man that I like to select for a salesman. I have no fads or pets. But as a general thing I do not care for the genius type—that is, the man who relies on personality more than on footwork and headwork. The reason

I do not like the type is implicit in the "formula" stated earlier.

My experience has been that the man who depends chiefly on his personality and his startling originality is usually cultivating these qualities while somebody with much less personality, perhaps, but with a better comprehension of the meaning of hard work, is on the spot getting the prospect's signature. Personality is all right. I am not deriding it. But all by itself it is likely to be painfully ineffective. The year's sales record is boosted chiefly by intelligent persistence.

We have been able to select many salesmen from our clerical and technical forces. I do not think a technical man, as a general rule, makes the best salesman, because his thought usually runs along different channels from those required in selling. But there are exceptional technical men. And I always rely more on my judgment of the man's innate qualities, than on any special phase of the training he may have had.

When we have gone outside of our business for salesmen, it has usually been to houses engaged in other lines than cement manufacturing. It is hard and not usually profitable to hire competitors' successes; it is easy and likely to be even less profitable to hire their failures.

Boston Agency Appoints J. B. Hydron

The Derby Brown Company, Inc., Boston advertising agency, has elected J. Bartlett Hydron vice-president and director. He will be in charge of the plan and merchandising department. Mr. Hydron was formerly director of sales for the Albany Chemical Company, Albany, N. Y., and secretary of *Motor Life*, New York.

With "Electrical Record"

C. A. Christensen, formerly with *House Furnishing Review*, has joined the advertising staff of the *Electrical Record*, New York.

L. Patton Hamilton, formerly with the Chilton Company, has been appointed assistant sales and advertising manager of the Hudco-Ford Company of America, Philadelphia.

Advertising to Help Build a Breakwater

WHEN the public-spirited citizens of a community wish to arouse the civic pride of their fellow citizens, they frequently choose advertising to carry their message. In Chicago a group of individuals use advertising to sell a subway, in San Francisco ten men get together to stir up action for a needed bridge.

A more recent case in point is that of Los Angeles where the Greater Santa Monica Club uses full page newspaper copy to urge the people of that city to demand that a breakwater be built in Santa Monica Bay. In this campaign advertising is drafted to help in the development of a great natural economic asset. The advantages that will accrue to the city with a calm, protected harbor are listed, and then vividly pictured within a border of photographs. Hydroplanes, speed boats, sail boats and other pleasure craft are shown. With a breakwater, Los Angeles is told, it will have one of the best water playgrounds in the world.

"Santa Monica Bay, a pleasure untasted," reads the copy, "a giant resource untouched, can no longer be permitted to remain unused and inactive.

"To open its wealth of advantages, pleasure and profit, we must have a breakwater and harbor for pleasure craft of every kind. yachts, motor boats, sail boats and hydroplanes."

It may be said here that Los Angeles already has one government-built breakwater in the harbor of San Pedro. This harbor is used principally for commerce, and the demand for a breakwater in Santa Monica is caused by the desire of those of Los Angeles who wish to see the city compete with Florida, the East and the Great Lakes in attracting water sportsmen. The copy says "They would rather come here if we had a place for them, and we have one of the finest places in the world—only lacking a breakwater."

"In our own city," the copy continues, "we are mostly a motley group of landlubbers with the task of steering the greatest commercial city and port of the Pacific Basin among the trade currents of the nations into success.

"If we are to hold our place and fulfil our destiny on the Pacific we must be a maritime thinking people. Let us raise our boys to be friends with the sea and to know it thoroughly.

"Former President Ripley of the Santa Fe once said that we should have as many entertainments and things for people to do as possible, if we wished to hold them here. One of the greatest offerings we have is the water—all we need is the breakwater and harbor."

"And this we need on beautiful, mountain-walled Santa Monica Bay, convenient to the residence districts and free from the dirt, oil, jam and unpleasant conditions of an industrial harbor.

An appeal is made to those interested to communicate with the chairman of the breakwater committee. An invitation is also extended to people to make Santa Monica their place of residence.

Pieces of Eight in Silverware Convenient and Economical

"'Pieces of Eight' screamed Long John Silver's parrot," says the newspaper advertisement of Shreve, Crump and Low Company, Boston jewelers. The firm's copy tells of the parrot's master plotting to get the Spanish silver dollars, or "pieces of eight" from the possession of the Pirate Flint as they were bound for Treasure Island.

Their copy says that the cry "pieces of eight" may be frequently heard in their store and while it also refers to silver it lacks the sinister significance of the parrot's cry. When young married couples give dinners or luncheons, six pieces of silverware are hardly enough. Twelve is much more satisfactory but the additional cost often curtails the variety of selection.

To Advertise in Newspapers of Northwest

The Jordan Redmayne Company, merchandising and business specialists, will use Northwest newspapers in an advertising campaign. The account has been placed with the Birchard Company, Seattle advertising agency.

Another Record!

For the first time in
Louisiana Newspaper History

The **SUNDAY ITEM** (New Orleans)

Shows a net paid average
A.B.C. circulation over the
last six months period of more
than 100,000 ~ To be exact

100,212



SPECIAL NOTICE:

*A few choice locations in
The SUNDAY ITEM
Tabloid MAGAZINE
are yet available*

Rates:

30¢ a line
+250 a page
(Color +50 extra.)

In New Orleans Its The ITEM

Yes or No?

Because of inadequate distribution is your advertising selling your competitor's product at your expense?

Are far too many of your sales made in theory before advertising breaks and far too few in reality when the advertising is released?

Is cooperation on the part of the dealer a negligible quantity and secured only by frantic effort?

Is reader inertia so pronounced that the advertising cost of repetition to induce the consumer to buy is greater than the potential sales profits?

If you have to answer "Yes" to any of the questions above the New Jersey Daily League can help you. Details showing that New Jersey can be sold effectively and economically will be furnished upon request.

The League's booklet, "New Jersey and Its Twelve Major Markets," will be mailed to anyone interested. Request it on your business stationery.

NEW JERSEY DAILY LEAGUE

Star-Eagle Bldg., Newark, N. J.

NEWARK
Star-Eagle
JERSEY CITY
Jersey Journal
PATERSON
Press-Guardian

CAMDEN
Courier
ELIZABETH
Journal
PASSAIC
Herald

ATLANTIC CITY
Press-Union
PERTH AMBOY
News
PLAINFIELD
Courier-News

HACKENSACK
Bergen Eve. Record

ASBURY PARK
Press

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Trend of Electric Railways Is toward More Advertising

Association Makes Better Public Relations Major Topic of Forty-first Convention at Chicago

A FRANK realization of the importance of public relations and an examination into how advertising can improve these relations made up the dominant theme of the forty-first annual convention of the American Electric Railway Association and its affiliated bodies held in Chicago last week, from October 2 to 6. Consideration of means whereby the relations of the electric railway and the public it serves may be put on a basis of intelligent understanding was given a place of major importance on the convention programme. In addition, the groundwork was laid for the formation of a Public Utility Advertising Association which will apply for membership in the Associated Advertising Clubs of the World within the next few weeks.

The convention was attended by several thousand executives representing practically every electric railway in the country and by members of their advertising, publicity, traffic, claim and accounting departments.

Robert I. Todd, president of the Indianapolis Street Railway Company and retiring president of the association, brought up the topic of better public relations in his address on the opening day of the convention. "I may be pardoned in repeating," he said, "that our industry comes in closer contact with the people than any I know of. For that reason our problems are discussed more generally by the people. Therefore, it is our duty to keep in close touch with the desires of the public, not only that we may know what the public wants, but that we may be in a position to inform the car riders of insidious developments that in time may destroy their transportation facilities.

"The oft repeated statement that once the public knows the truth it will deal fairly with our

industry has been demonstrated anew in many quarters during the last year. We have told our story through our executives, our men, our advertisements and other channels and we have profited thereby. Our only danger from publicity is that in the face of prosperity we shall neglect to keep the public informed regarding our activities. No greater mistake could be made. Under no circumstances should the work of our advertising section, now so well under way, be permitted to stop. Rather its functions should be broadened, for public relations work will become more important in our industry constantly.

"This is an era of careless thinking. People read the headlines—and too often they are flashy and sensational—without giving study to the text. They are prone to accept as truth casual remarks made by uninformed or prejudiced persons. Demagogues are abroad, misleading the multitude. I would recommend that members of this association take their stories to the people. I would recommend that no opportunity be lost to reveal to the people the gross inequalities that exist with reference to taxation and other public charges as between motor vehicles operating in the streets and the railways."

DEVELOP MIND OF PUBLIC BY ADVERTISING

H. A. Wheeler, vice-president of the Union Trust Company, Chicago, and former president of the United States Chamber of Commerce, told the convention that there was no satisfactory understanding of the economics of transportation on the part of the public and urged the railways represented to organize further and advertise. "Public relations is the one vital touchstone of your association today," he said. "Con-

sideration of public relations is your paramount necessity. If you will develop the public mind as you have the mechanical mind you will be safe. But you must use every force available, advertising, publicity, the co-operation of your stockholders to assure the public support necessary to the welfare of your craft."

As part of the opening day's programme, Matthew C. Brush, vice-president of the American International Corporation and former chairman of the Boston Elevated, told the street railway men that public relations made up about 99 per cent of their business. "Your job is selling a six-billion-dollar industry," Mr. Brush said. "It is no good to manufacture transportation and it's hard to sell it if public relations are wrong."

Several speakers, delivering five-minute addresses, advocated newspaper advertising, employees' magazines, house-organs and a minimum advertising expenditure of 1 per cent of gross receipts, as well as the railway companies' own mediums, to create wider understanding of the economics of transportation.

On October 4, advertising and publicity men of the association and a number of representatives of public utilities not in the railway field met to further the organization of a Public Utility Advertising Association which will apply for membership in the technical division of the Associated Advertising Clubs of the World. A committee composed of B. J. Mullaney, People's Gas Light and Coke Company, Chicago; Labert St. Clair, American Electric Railway Association, New York; W. Dwight Burroughs, United Railways & Electric Company, Baltimore; George F. Oxley, National Electric Light Association, New York; Charles W. Person, American Gas Association; John F. Gilchrist, Commonwealth-Edison Company, Chicago; W. P. Strandborg, Portland Railway, Light & Power Company, chairman, will take the measures necessary to secure membership in the technical division of the Associated

Advertising Clubs of the World.

"The growth in advertising activities of companies since the inauguration of the Advertising Section has been remarkable," said J. N. Shannahan, president of the Newport News & Hampton Railway, Gas & Electric Company, in presenting the report of the association's publicity committee to the convention, October 3. "Two years ago only about a score of companies in the 700 of the entire country were using advertising in any form. A survey now being completed under your committee's direction shows that out of 239 companies, representing one-half the mileage of the country, 207 are advertising either in newspapers or through company channels or both, and only thirty-two are doing no advertising. Furthermore, these thirty-two represent only one-twentieth as much mileage as the 207 which are advertising."

Women: By Thayer and Hayden

The Coca-Cola board of directors was discussing women—perfectly all right—because the beauties being considered were the kind that never come to life. They only sit good-naturedly in bathing suits along railroads and highways and atop high buildings in all sorts of weather.

"I think she is the best-looking girl but one I ever saw," said Colonel Hayden, pointing to the picture of a new Coca-Cola girl. "She's got it all over the Palmolive girl."

"Well, that settles it," said Director Thayer. "When the Colonel considers a girl good-looking she has to be."

"It certainly does settle it," replied the Colonel. "When Eugene V. R. Thayer admits another fellow's choice is good-looking, that girl must be unusual."—*The Wall Street Journal*.

Jeffery Manufacturing Account for Fuller & Smith

The Jeffery Mfg. Co., of Columbus, O., manufacturer of mining machinery, electric locomotives, elevating, conveying and crushing machinery, has placed its advertising account with Fuller & Smith, Cleveland.

Arthur A. Starin has joined the Consolidated Credit Organizations, Inc., New York, an affiliation of the Drug and Chemical Credit Association, the Confectioners Mercantile Agency and the General Food Products Credit Association. He was formerly engaged in advertising work in the financial field.



RESULTS from Advertising

Eight of a Series

THE PRINTING
PLATE 9766

**OLIMAN COLLAMORE
& CO. INC.**

IMPORTERS OF *Fine China, Glass, Pottery & Antiques*
IN EAST NEW YORK

New York May 23, 1921
AND AT NEWPORT, R. I.

Scribner's Magazine
Fifth Avenue Section,
397 Fifth Avenue,
New York City.

Gentlemen:

As an advertiser in the Fifth Avenue Section of Scribner's Magazine during the last three years, we wish to say that we have found the service very satisfactory and believe your magazine to be a splendid medium for advertising our class of goods.

Very cordially,
Oliman Collamore & Co., Inc.

J. H. Collamore
President.

In the
Fifth Avenue Section
**SCRIBNER'S
MAGAZINE**

GOOD YEAR
WING FOOT HEELS

GOODYEAR MEANS GOOD WEAR

THE Goodyear Tire & Rubber Company
Wingfoot Rubber Heels in the Street Car

They use every city on our list.

When they started Street Car Advertising the

Now more people walk on Goodyear Wingfoot

The Street Car Cards are a daily "follow-up"

STREET RAILWAYS ADVERTISING

Central Office
Borland Bldg., Chicago

Home Office
Candler Bldg., N. Y.

More people walk on them - than any other kind

GOOD YEAR

WING FOOT HEELS



TAILORED TO THE SHOE

GOODYEAR

RUBBER HEEL SHOES

Company have been advertising their
Street Cars exclusively for three years.

erising they were not the leader.

ar Wingfoot Heels than any other kind.

follow-up" on fifty million people.


AYS ADVERTISING CO.

me Office
r Bldg., N. Y.

Western Office
Monadnock Bldg., San Francisco



Power



Men and machines,
real craftsmen with
proper tools, give
Goldmann power.

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six

TELEPHONE FRANKLIN 4320

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The Strategic First Sentence in Letters

Seven Specific Openings That Will Help to Gain Attention

By J. T. Bartlett

A CANDIDATE in the primaries for the district attorney nomination felt that, though four candidates in all were running, on merit he should be the choice of the voters. One of the candidates was a "joke" candidate. Another represented more than anything else the strategy of politicians—he could not hope for the nomination. Our friend's record and ability to serve the people—so he believed—were away above the opponent nearest him.

The trouble was, a great many voters did not know this. They did not know certain surprising weaknesses of the other candidates. They did not know what a great record our friend, as an attorney, had made (he had actually won more than 90 per cent of the hundreds of cases he had tried). In their ignorance of these things, many might vote for someone else.

Turning to advertising, the attorney felt that if he could only get the voters to read his estimate of the situation, they would certainly vote for him. The problem, though, was to get them to read his advertisement. Our friend did not feel he could spend the large amount necessary to have space which, by its very size, would cause people to read.

So he cast about for a head for his advertisement which would be better than all other heads, judged by its effect of moving the largest possible percentage of newspaper readers to read his advertisement way through. If they would read his advertisement to its close, he was confident they would vote for him.

As he prepared his copy, the lawyer was in much the position of many of us, sitting down to compose a sales letter. Suppose we have a proposition which of

itself is going to move relatively few of those who receive it to read. Still, though the recipient doesn't know it, we have something distinctly unusual. He will realize it is unusual, if he will but read the letter, and we will have a fair chance of selling him.

It's up to us, we feel, to write a first sentence that will win for the rest of the letter a reading.

It has been observed that first sentences that accomplish this purpose resolve themselves into various definite classes, judged by the particular psychology of interest which they turn to value. One of these classes may be thus described:

A more or less daring assumption of what the recipient, reading the letter will do. The recipient, before he gives expression to the natural antagonism within him to presumptuousness or "nerve," will read the letter to the end. Or he'll read it because he admires the advertiser's daring, or because he can't help being curious as to what an advertiser, who is as confident as this, will say.

What our friend, the attorney, used for a head—a first sentence—is a fine example of this. He wrote:

"I'll Get Your Vote,
"If You Read This Statement."

The rest of the advertisement lived up to the promise of the heading. It was packed with specific reasons why and striking intimate facts.

STRONG STATEMENT DEMANDS JUSTIFICATION

It is true that with any ordinary proposition, a first sentence as strong as this cannot be used. However, we should note this point, that if we sell the recipient, with our letter, on the justification

for making a very strong statement, it is as well, as far as our promise goes, as if we actually sold him our proposition. In other words, if we pile appeal on appeal, and convincing argument on convincing argument, in a manner most unusual, we have made good the promise of our first sentence.

I am inclined to believe that a clever letter-writer, covering an unusual proposition with which he is thoroughly conversant, can safely use, in a high percentage of cases, first sentences such as these—

"You will buy,

"If you read this letter."

"Your time richly spent! If you don't feel so, having read this letter, write me, and I'll send you with my compliments a box of fine cigars."

The following first sentence must be used with great judgment, yet it will "work" with a certain type of very positive and independent individual, who dislikes to have anyone assume what he will say or do:

"You will, probably, scornfully reject this proposal. However, we are going to make it. If it should chance to please you, we will be pleased to serve you."

PRaising THE RECIPIENT

The second of the classifications of first sentences, already referred to, may be stated thus:

The first sentence which contains a compliment to the recipient.

Here are samples.

"We learn that the commercial agencies rate you at \$50,000 to \$70,000. You are the high type of merchant before whom alone we are putting our exceptional proposition."

"We recently noted in the 'Index' that you have been elected president of the Castle Bend Chamber of Commerce. We want to congratulate you on the honor paid you by the business men of your progressive city, and to wish you all success."

"You are one of those live, wideawake dealers we are sure will want to hear our offer."

"Reliable, conservative, yet enterprising. Always has discounted his bills. Carries largest stock in his line in the county—\$35,000 to \$50,000."

"That is the information, from a high source, which prompts us to write you this letter."

Every day some good letter-writer is giving a new twist to the first sentence which conveys a compliment. Many variations are possible, depending on circumstances. The lead congratulating a prospect on his election to an office was used as a feature of a standardized mailing of a successful mail-order department. The letter used is processed, with space left after the words, "We recently noted in the 'Index' that—" for filling in. What was noted in the publication will vary a great deal, but it will always be of a complimentary nature. This letter goes from the large city of a State to individuals in small cities and towns.

The more specific the complimentary first sentence is made, the more powerful it becomes. In fact, a second element to get a reading enters here, the writer's definite knowledge of the recipient's affairs. If this knowledge is unexpected, we will literally surprise the recipient into reading our letter. For example, suppose a now prosperous merchant picked up a letter which began like this—

"On that March morning, eighteen years ago, when your first shipment of hats arrived, and you had nothing with which to meet the express, and persuaded the express agent, your friend, to let you have the hats, so you could sell some and meet the charges—

"Who would have guessed you would some day have the largest millinery business in your city, and the most profitable?"

"Men of that stamp are the kind we like to approach with a certain suggestion. Here is the suggestion—"

The merchant would read the letter, of course. It is sometimes practical to use complimentary first sentences of this character.

The Grand Rapids FURNITURE RECORD

YOU get more for your money in Business
Paper advertising by using the Record.

	FURN. RECORD Largest ABC Cir.	FURN. BUSINESS P. 2nd Largest ABC Cir.	FURN. B. P. 3rd Largest Cir.
Total Net Paid ABC Cir.	6688	4844	5009
Per cent Retailers.....	.827	.7878	.9706
Net Dealer Cir.....	5448	3816	4861
Per cent Paid Strictly in Advance92	.85	.639
Net Dealer Cir. Paid Strictly in Advance....	5012	3243	3106
FIGURES for G. R. F. RECORD DO NOT INCLUDE Sales- men, Buyers, employees and individuals.			
Rate per page per M on paid in advance Dealer Cir. on yearly contract basis	\$19.95	\$30.83	\$34.15

Preserve these figures. If anyone seeks to dis-
prove them, ask for his ABC figures as of 6-30-22.
The publisher whose circulation is audited by the
ABC is willing that advertisers should know the
facts.

THE GRAND RAPIDS FURNITURE RECORD

Grand Rapids, Michigan

VICTOR B. BAER CO.
1245 Broadway
Room 864
New York City

EDWARD R. FORD CO.
53 W. Jackson Blvd.
Chicago, Ill.

SAM LEAVICK
924 Union Trust Bldg.
Cincinnati, Ohio



Empire State Group

Rochester Times-Union
Elmira Star-Gazette

Utica Observer-Dispatch
Ithaca Journal-News



The "Four Corners," Rochester, N. Y.

ROCHESTER, N. Y.

City of Homes and Industry

Pop. 295,750—Trading Pop. 600,000

Rochester's manufactured products have spread its fame to the "four corners" of the earth. An ideal city of home lovers and home owners—growing every day.

You can most effectively reach the people of this prosperous section of the Empire State—at one cost—through their home paper

THE ROCHESTER TIMES-UNION

"Rochester's Leader—Ask the Reader"

Circulation 65,240 (A. B. C.)

Our Merchandising Department will gladly furnish surveys on market conditions, etc.

J. P. MCKINNEY & Son, Rep. New York — Chicago
Los Angeles—San Francisco

The writer knows a prosperous milliner for whom he could use a lead of those very words, and the lead would be successful, beyond doubt. This milliner is proud of his stressful start. So are most business men who had stressful starts proud of them.

Here is another variety of leading sentence: The "secret" or "confidential" sort.

Let one person whisper to another, and immediately, such is human nature, we begin to wonder what is the subject of the secret conversation. It takes very little to arouse curiosity where anything "secret" or "confidential" is concerned. "Secret" and "confidential" are two words, either of which used in a first sentence will influence a great many recipients to read the letter through.

"Would you like me to tell you, confidentially, a secret of the success of Smith-Crowson Co.'s famous notions department? You know, the trade has always wondered 'how they ever did it.'"

"Whether you, personally, are interested or not, we ask that you regard this letter as confidential."

"As you are on our list of customers for confidential advance information, we take pleasure in describing for you now what we shall publicly offer on the fifth of next month."

"We ask you to pardon our omission, which is enjoined on us, of the names of the parties associated with the extraordinary enterprise described below. We can assure you, however, that these will be revealed in due course and will impress you favorably as well as surprise you."

Since "secret" and "confidential" simply as words have great power to arouse interest, it is often well to capitalize, italicize, or underline, to make them stand out and catch the eye.

SOFT-PEDALING SELLING

Classification 4: First sentences which put forward an idea, such as of buying or a gift, directly opposed to the idea of selling.

It is as easy to write a buying letter as it is hard to write a sales

letter that will be read. In the role of seller, most of us have pondered regretfully this truth. We can get in it, however, an idea for a telling first sentence, which the situation sometimes will permit us to use.

Suppose we have for sale an article in the marketing of which trading in is common. This is true of typewriters, and other office equipment; of furniture; of automobiles; of machinery. Until one stops to consider, he is apt to overlook the extensiveness of "trading in." Suppose we are selling typewriters, and have an arrangement whereby the old machine, appraised liberally, is taken as first payment. We write a letter with a one-sentence paragraph. Here it is—

"We want your old typewriter!"

Then we go on to say how liberal an allowance we will make for it, turned in as first payment on a new machine.

And we have a letter which is pretty apt to be read, because the thought of an opportunity to dispose on favorable terms of an old machine is likely to be pleasant at first blush. After he has read the letter, the owner may look at the matter differently, but that is something we are not concerned with here. We are concerned with getting him to read the letter.

Here is a lead which uses the same psychology, with a different twist—

"We are in the market to buy your good-will. Read what we have to say, briefly, below, and you will agree, we believe, that no concern in the State is willing to pay for it more than we are."

We can use, instead, of the buying idea, the gift idea, in some such way as this:

"We take pleasure in sending you, by insured parcel post, a valuable little token which we feel sure will be appreciated by you, personally, or by some member of your family.

"The subject of this letter," etc., etc.

Still another method is to make a premium offer, and start off with a first sentence like this:

"FREE—a quartered oak roll-top desk!"

Succeeding paragraphs, of course, unfold details of the offer whereby the free desk is obtained.

Classification 5: The first sentence which deals with the point likely to be in the recipient's mind as he reads the sentence—whether he shall read the whole letter or not.

"There are three reasons why you should read this letter——"

"1. Because——" and so on. The reasons given for reading the letter contain the selling points we wish to get before the prospect.

Classification 6: "Story" first sentences. These may be the first lines of "funny stories," or the first lines of narrative. In either case, they indicate at once that a story is about to be told, and the reader reads on because a story interests him on principle. A story can be found for nearly any letter, if the writer will think hard enough.

"As I was about to pack up, on my last buying trip to New York—had, in fact, opened up the bag, and got ready to fill it—a phone call came up from below. 'Mr. Simbelow would like to see you, Mr. Tomson.' I didn't know who 'Mr. Simbelow' was from Adam. However, I replied, 'Send him up,' and went on with my packing.

"Just as I was thinking I had yet to get the box of chocolates, my wife's favorite, which are obtainable only in New York, there was a rap on the door."

The buyer, of course, will go on to tell how, at the "last minute," he had the opportunity to make a "lucky" purchase.

His first sentence is pretty apt to get his whole letter read.

Classification 7: The first sentence which picks the most striking—sensational, if possible—feature of the article or service offered, and expresses it with force.

"Five thousand extra miles—at no extra cost!"

"Twenty-eight hundred Ohio, Michigan and Pennsylvania dealers stocked Winsot Unexcelled last month."

"There is a simple method for certain success with the fruit and vegetable department. I have been managing this department, for one big grocery or another, for the past thirty years, and it is the only method I know. Here is the method——"

The foregoing seven classes are not the only first sentences with special power to get a reading for the letter. The writer thinks of a first sentence, in a sales letter recently examined, which was very effective in this respect, yet comes under none of these classes. The letter, sent out to people who were not customers of the store, began, "Enclosed is statement of your account." Coming from a strange concern, that sentence, assuredly, was sufficient to arouse interest. The sender went on to explain that the balance was credit, not debit, and had been credited because the store owner wished the recipient to try out a charge account at the store. The latter was not obligated, however, to spend more than the credit.

The first sentence of the sales letter is a mighty interesting and valuable subject for the letter-writer to study. Always first sentences are important, and sometimes they are crucial.

How Many Colors Are There?

"How many colors do you suppose there are?" a manufacturer of woollens asked the reporter.

"Three primaries, red, yellow and blue, and three secondaries, orange, green and purple," replied the reporter promptly. "Or, if you want the colors of the spectrum, red, orange, yellow, green, blue, indigo and violet."

But he was away off, as this authority soon showed. In the first instalment of the "Color Index" of the Society of Dyers and Colorists at Bradford, England, about 1,400 colors are displayed, and there were 1,000 colors given in the German work on the same subject in its edition of 1914. To the trained eye, which acquires a perception of gradations that would make the most refined musical ear seem elementary by comparison, no two of these colors are alike. The dyes are those of dye-makers all over the world, including 29 in the United States and 32 each in Great Britain and Germany. German assistance was indignantly refused in making the compilation, but it nevertheless supersedes the German reference books which in 1914 were the standard everywhere.—*The Wall Street Journal*.



A Year's Course in Homecraft

THAT'S what a subscription to *Modern Priscilla* really is, and only such women enroll for this "course" as are seeking practical help in the efficient management of their homes.

Why not put your advertising message — if it deals with foods or home equipment — where it will gain the interested attention of the women who buy for over 600,000 households?

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

First Nine Months of 1922



Has Led All New York Newspapers in Advertising Gains

DURING the first nine months of the current year **THE WORLD** has shown advertising gains in excess of 1,800,000 lines, a greater gain than has been registered by any other New York newspaper. For four consecutive months it has stood at the top of the list of fourteen daily newspapers published in Greater New York.

Its increases, in every important classification that the advertiser may accept as conclusive of its value as a medium, constitute one of the most consistent and significant performances in recent newspaper history.

A four-months' comparison with the other morning and Sunday papers of this city indicates the decisive lead of **THE WORLD**.

Columns

	June	July	August	September
<i>The World</i>	798 Gain	947 Gain	1,214 Gain	1,253 Gain
<i>The Times</i>	545 "	566 "	890 "	753 "
<i>The News (Tabloid)</i>	229 "	246 "	170 "	25 Loss
<i>The American</i>	104 "	282 "	280 "	366 Gain
<i>The Commercial</i>	140 Loss	61 Loss	43 Loss	136 Loss
<i>The Tribune</i>	233 "	99 "	123 Gain	97 "
<i>The Herald</i>	337 "	27 "	132 "	52 Gain

Nothing could more conclusively indicate the established position of **THE WORLD** as the factor in the adequate merchandising of America's greatest area of retail sales than these concrete evidences of the widespread acceptance of its columns, not alone by the far-sighted merchants of New York itself but by the national advertiser who has made a sincere and conscientious study of this vast market.

Morning	Sunday	Number of National Newspapers, Incorporated	Gravure	Evening
352,852	609,290		609,290	300,740

Annual Statement Audit Bureau of Circulations Ending Sept. 30, 1922

Why Should Sleeping and Parlor Cars Be Advertised?

Figures Show Decline of Business Since Surcharge Was Added to Price of Tickets

By J. G. Condon

WANTED—More Sleeping and Parlor Car Passengers. Apply to the nearest Railroad Ticket Office or Station.

THIS advertisement has not appeared yet. Neither has there been any indication that something of the sort is in immediate contemplation, but the progressive, business-like administration at the head of the Pullman Company undoubtedly has the matter under consideration. Prior to Federal control, Pullman cars were the subject of an extensive campaign which attracted nation-wide attention. If new advertising is not contemplated immediately, there are signs of the times in regard to sleeping and parlor car matters which are of more than passing interest.

It would seem as if the present were an ideal time for a campaign especially in view of the recent unsuccessful effort of the National Council of Traveling Salesmen's Associations to compel the Pullman Company to reduce its rates through an appeal to the Interstate Commerce Commission. The traveling men contended that present rates were too high, that the sleeping-car company was taking \$13,000,000 more in gross revenue from the traveling public than the service justified and asked a 20 per cent rate reduction which would bring berth and parlor car seat charges down to the level where they were before the increase granted in the summer of 1920. The Chief Examiner of the Commission has recommended the dismissal of the complaint. "The rate reduction here sought would, if granted," his report said, "practically dissipate the revenues derived from the rate increase. Any such reduction without reductions in operating expenses—more substantial than can now be foreseen

—would not only unduly impair defendant's operating income but would create a deficit. The claim that the rate reduction sought, if made, would stimulate travel in Pullman cars to such an extent as to increase rather than diminish defendant's revenue is too speculative to be accepted as a basis for condemning the rates."

Ever since the Interstate Commerce Commission, in its wisdom, decreed that the traveling aristocracy, those who insist upon sleeping car or parlor car when they ride, should pay half as much again as their straight Pullman fare, in the form of a surcharge for the benefit of the railroad company handling them, there has been dissatisfaction expressed not only by the passengers in the "reserved seats," but by the Pullman Company also. The Robinson Bill is pending in the U. S. Senate—a bill which would make the collection of the surcharge illegal—and many contend that that increase in fare, for that is what it amounted to from the standpoint of the traveler, has reduced Pullman patronage.

WHY HAS TRAFFIC FALLEN AWAY?

The Interstate Commerce Commission, however, did not agree to this, when the Pullman Company sought to end the surcharge. The Commission pointed out that while a sharp decline in Pullman travel followed the application of the surcharge, fluctuations since September, 1920, in the number of Pullman passengers carried, have almost paralleled those in the number of all revenue passengers carried, and supplemented this with a table showing among other things that 3,618,050 of the 102,055,000 passengers the railroads of the country carried in June, 1920,

rode in Pullman equipment, while in June, 1921, the total passengers carried were 84,168,000, of which 2,774,177 took advantage of the Pullman service. In January, of this year, the latest figures revealed by the Commission, the total number of passengers had dropped to 81,278,000 and the Pullman patrons to 2,444,584. This caused the Commission to remark:

"The record indicates that travel in sleeping and parlor cars has not decreased in substantially greater ratio than travel generally, and does not warrant a conclusion that the decrease in travel in sleeping and parlor cars is traceable to the surcharge."

Even Commissioner Cox, who previous to his appointment to the Interstate Commerce Commission was prominent in commercial travelers' affairs, and who has most to say regarding passenger affairs, offers nothing in regard to the Pullman situation. He dissented from the majority report of the Commission on the question of a horizontal freight rate reduction, favoring a reduction of rates on certain commodities, but in regard to the passenger situation he had this to say:

"Passenger fares at present rate levels have been reflected in a marked falling off in traffic. No further argument should be necessary than the fact that passenger travel is over seven billions of revenue passenger-miles below normal. Representatives of industrial and commercial interests have made requests for a reduction in rates repeatedly, and they are unanimous in their opinion, in which I fully concur, that the issuance of a mileage book at a reduced rate of fare would not only stimulate travel but would also increase the present revenue of the carriers."

Commissioner Potter, who favored the majority decision on freight rates but wrote a separate memorandum outlining certain of his views, also declared for lower passenger fares, other than commutation fares and specifically declared that this should be brought about "without removing the Pullman surcharge."

The majority of the Commission dispose of the whole passenger situation, however, with this comment:

"Eastern carriers estimated that restoration of the passenger fare of August 25, 1920, a reduction of 16 $\frac{3}{4}$ per cent, would result in a revenue loss of \$176,560,000 annually in the whole country, and that to offset that loss an increase of 20 per cent in passenger traffic would be necessary, allowing nothing for the added expense incident to the additional traffic."

Apparently the majority of the Commission decided the necessary 20 per cent increase would not be immediately forthcoming and made no changes either in the rates or the surcharge. Now, it is reported the Robinson Bill, which has been long in the hands of the Senate Committee on Interstate Commerce, is to be pushed. Its provisions are short and to the point.

"It shall be unlawful," it declares, "for any such carrier to demand, charge or collect from any person for transportation, subject to the provisions of this act, in any parlor car or sleeping car, any fare in addition to that demanded, charged or collected for transportation in a day coach, but this shall not prevent just and reasonable charges for the use of accommodations in parlor cars or sleeping cars by companies owning such cars."

WHY SURCHARGES ARE THOUGHT TO BE JUSTIFIED

The reason for the surcharge is a simple and logical one. The maximum number of berths in a sleeper is thirty-two, sixteen uppers and sixteen lowers. It is a safe assumption that such a car will seldom carry more than thirty-two passengers—crowding two into a lower or upper is seldom attempted more than once, it is not conducive to pleasant traveling. But against the thirty-two passengers in the sleeping-car, or possibly the same number in a parlor car, counting the drawing-room the railroad company can carry upward of seventy in a day coach.

Open Letters to Advertising Agents

The NATION'S BUSINESS



PUBLISHED BY
THE CHAMBER OF COMMERCE OF
THE UNITED STATES OF AMERICA

Washington

October Tenth

Dear Mr. Rankin:

In every great mass audience offered advertisers there is a small group of particularly important men. They are the successful business leaders of the country.

Even in a campaign requiring the great sweep of the mass publications, you may wish to consider buying an extra showing before the leading business men of the country because of their importance:

- (1) As purchasers for corporations
- (2) As purchasers for themselves
- (3) As builders of sound public opinion
- (4) As community leaders
- (5) In finance

The NATION'S BUSINESS reaches them with bull's eye directness.

Our rate is about half the average class rate.

With heartiest good wishes,

Mr. William H. Rankin, Pres.,
William H. Rankin Company,
1 West 37th Street,
New York City, N.Y.

Very truly yours,

Victor H. Hixson

Director of Advertising.

FROM THE NATION'S BUSINESS



This Teacher Says:

"I Carry Corona to School Every Day"

Are You Selling this Young Woman —and 150,000 others like her?

She's a Teacher in a small town—a place of not over 5,000 population, but her salary, which has increased 61% since 1914, means ample living expenses and a generous amount besides for comforts and luxuries.

We use the term "young woman" advisedly, for our entire subscription list changes completely every three years. She teaches only a short time and then marries and settles down in her own little home or enters another profession. 150,000 such young women subscribers each month pay for and use

NORMAL INSTRUCTOR and PRIMARY PLANS

because it gives them practical assistance in their work. They are pretty substantial citizens—leaders in the community—in fact, they are "Community Introducers."

National advertisers—tell your story straight to the Teacher when she is thinking in terms of her work; when she is sure to lend a receptive ear, because not only to Teachers but directly to their 6,000,000 pupils coming from 4,000,000 American homes can your story be aimed.

A good medium for advertising foods, clothing, toilet articles; anything that will supply the many needs, either personal or professional, of 150,000 competent educators who are preparing for citizenship and moulding the characters of our children.

*The December Issue
Closes October 25th*

**F. A. Owen Publishing Co.
Dansville, N. Y.**



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In the olden days this meant that if the railroad fare was \$10, on a given trip, the passengers in the coach yielded \$700, while those in a Pullman brought only \$320 to the carrier. But the Pullman car weighed more than the coach, representing a heavier pull on the engine, which in turn meant a greater consumption of coal, more wear and tear on the rails, etc., and did not produce half as much revenue. In addition, if the particular service in which the car was operated was not an especially popular one, the chances are that the railroad's contract provided that it had to pay the Pullman Company something annually for the right to have the cars attached to its trains.

For these reasons the surcharge has been popular with the railroads. It has increased revenue per passenger, even if it decreased the number of passengers, and has aided in reducing the loss railroads are supposed to sustain from this branch of the service. But on the other hand, neither the railroads nor the Pullman Company has been pleased to see so many former Pullman passengers seeking the festive day coach, postponing ordinary night trips until daytime, etc., to avoid that surcharge. It has set them to looking for ways of bringing these thrifty travelers back.

SOMETHING TO ADVERTISE

The Santa Fe, always a pioneer in passenger travel conveniences, has worked out plans for a new variety of sleeping cars for use on its trans-Continental trains. They are to have seven rooms in each car, each room accommodating five persons. Each room will contain a lower and an upper double berth and a day lounge and bed, with full lavatory equipment.

"All drawing-rooms in sleeping-cars now are being demanded by families on Chicago-California trips," W. J. Black, passenger traffic manager of the Santa Fe said. "Travel taste is changing. More room and more comfort and luxury are called for by patrons who travel often, particularly on the more extended journeys."

Possibly it was the same demand for comfort and luxury described by Mr. Black which led the Chicago & Alton recently to seize upon a scheme which has been used in Australia, and possibly elsewhere. It announced the operation of sleeping cars exclusively for men and exclusively for women on its crack night trains between St. Louis and Chicago. The "John Doe Sleeper" and the "Jane Doe Sleeper," they were christened. The Chicago & Alton Railroad advertised the novelty extensively in newspaper copy and in circulars. The "John Doe" was made especially attractive to men travelers by the announcement that it meant "two washrooms," but the fact that "Jane Doe" also afforded a "smoking room" apparently was not played up.

These segregated sleepers have not been adopted generally despite their popularity on the C. & A. The Canadian Northern, which has its own sleeping cars and does not use Pullmans, however, is now advertising a "stag sleeper" on its night trains between Toronto and Ottawa (an evidence of progress on the part of a Government owned line, not only in the experiment but in advertising it). Copy appearing in Toronto newspapers says it is realized that men predominate on these night trains and adds this good bit of selling talk:

"Men who travel have experienced the discomforts of a crowded washroom in the mornings. This will be obviated on the stag car as washrooms on either end of the car will be at their disposal."

"They are all right as a novelty and a business-getter in the keen competition for business between St. Louis and Chicago," said one Eastern passenger traffic man, "but the thing that worries me is that this novelty is likely to catch the attention of some State railroad commission and it will begin ordering all of us to put on Johns and Janes when we haven't enough business of men and women combined to fill one sleeper. These novelties scare me all the

time—they look too good to the regulators.”

Another novelty which has attracted considerable attention is attributed to the Pullman Company. A colored musician, with a special knack for organizing choral singers, has been retained by the company for the purpose of developing the vocal attainments of George, Jim and other knights of the white jacket. (In other days a porter asked the gentlemen what they'd have, now he asks the gentlemen when they want their berths made down. The world do move.) It is said that the result has been the creation of trios, quartettes, sextettes, etc. of singers who are also Pullman porters and they are particularly popular on special trains, when they have the opportunity to while away the passing hours and miles for passengers by foregathering for renditions of "Old Black Joe" and other favorites. ("I've Been Working on the Railroad" probably is barred on some lines where maintenance expenditures have not been all they should be, for policy reasons.)

The Pullman Company has not advertised its musical porters but several railroads have used the idea in the solicitation of special movements of parties of travelers where the trip is a long one.

There is one direction where the railroads have actually made a reduction for the benefit of the Pullman passenger. Early in Federal control it was decreed that a passenger desiring a section must provide himself not only with a necessary railroad ticket but also with an additional half ticket. The theory, of course, was that by taking both upper and lower he kept some other passenger from a berth and the railroad was a loser as a result. The idea was never a popular one, however. Despite the strenuous and well-meant efforts of the railroads to convince Pullman passengers that the upper is as good, "if not better than the lower," lowers have continued to have the call, and the man or woman who has paid for a ticket and a half in order to enjoy the comfort of a section,

has looked askance at the large number of uppers going unoccupied. It has brought unpleasant remarks—the public has found it difficult to understand why one should not have the upper in addition to the lower simply by paying for it, but without having to buy an additional railroad ticket or half of one.

The situation, however, has been corrected. The railroads have eliminated the objectionable provision in regard to sections. Definite restrictions continue, however, in regard to the number of tickets necessary to have a drawing room, but in this instance the railroads probably have the weight of public opinion with them.

Another thing—a large part of the difficulties that obtained during Federal control in regard to sleeping and parlor car reservations have been eliminated. Competition has sent to the discard many of the restrictive rules on this subject. Railroad general passenger agents are too anxious these days to get Pullman passengers, to risk any chance of losing them because of the possibility that accommodations tentatively contracted for might not be paid for before train time. Railroad men are ready to meet prospective passengers at least half way now in such matters.

But neither the Pullman Company nor the railroads have told the public of the change of attitude in regard to these things. They have not been advertised, and as a result are not only not generally known, but excellent opportunities for building up good-will have been overlooked.

Pennzoil Company Appoints Cleveland Agency

The Pennzoil Company, Oil City, Pa., and Buffalo, N. Y., is using newspapers and outdoor advertising in a campaign now running. The Powers-House Company, Cleveland advertising agency, has this account.

Joins Montreal Agency

Walter J. Healy, head of the W. J. Healy Marketing Service, has joined National Publicity, Limited, Montreal advertising agency.

Reach the Motoring Enthusiasts— and you reach the Motoring Spenders

—the people who make it a point to know about all the new and worth-while things in motordom—to whom efficiency and pleasure mean more than price—who set the pace by buying first—and who buy more than any other group ten times their number. You reach *the cream* of them in

Motor Life's Twenty Thousand (More than 25,000 Net for January)

The readers of *Motor Life* constitute a remarkable group of automotive spenders and their following of *Motor Life*—reader interest—speaks for itself—71.7% (ABC figures) renew their subscriptions at full rate, by mail and without premia. You will reach these

Most Receptive Buying Prospects

through *Motor Life* pages when they are thinking cars and motoring, when they are in the motoring mood. Figure the cost per prospect, not per reader—\$200 per page on 12 insertions.

November forms close October 23. Forms for the Annual Show Number (January) close December 11. Early orders get best positions.

Motor Life

1056 West Van Buren St.
CHICAGO

25 West 45th St.
NEW YORK

3050 E. Grand Blvd.
DETROIT

770,000 CLUBMEN

READ **COLUMBIA**



Auditorium in a Detroit K. of C. clubhouse

770,000 men who can afford to build and maintain more than twelve hundred clubhouses are better spenders than men who cannot afford membership in a club.

Active clubmen and their families can be reached effectively by advertising in

COLUMBIA

National Monthly Published by Knights of Columbus

WARREN KELLY, Advertising Director 25 W. 43rd St., New York

A. T. SEARS Western Representative
Peoples Gas Building, Chicago, Ill.

NEW ENGLAND OFFICE
Little Bldg., Boston, Mass.

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Twelve Ideas for More Sales

(1) Always make three "missionary calls" a day, on firms that have never bought your goods. Usually, as a salesman grows older, he makes fewer calls. He dislikes going to strangers. This habit is dangerous and should be stopped. Always see three strangers a day.

(2) Use the telephone to reach prospects in small towns or in the suburbs. One flour salesman recently sold £1,400 worth of flour, by making 126 telephone calls.

(3) Don't forget old customers. One sale may lead to another. And it is wise to make sure that your customer of last year is still satisfied.

(4) Never write "not interested" on a prospect card. It reflects on yourself. Why can't you make him interested? "Not interested" means "I have failed."

(5) Sell your firm as well as your goods. Always put in a word for the reputation and broad policy of your company. Customers are pleased to meet a traveler who is loyal and keen.

(6) Never agree with a customer when he blames your firm. Let him blame the shipping department or one of the clerks or you; but don't join in any condemnation of your firm. It makes a bad impression on your customer when you do.

(7) Don't claim that all your goods are the best. Better say—"Well, of course we think it is the best, but you're a good judge. You can see for yourself."

(8) Don't overtalk a customer. As soon as the customer seems convinced, stop persisting and begin talking details of shipment, etc.

(9) Always admit freely what you cannot honestly deny. If your goods are high-priced, admit it, but insist upon a comparison of quality.

(10) Better begin a sale by asking questions, rather than by making statements. Nearly every customer would sooner talk than listen.

(11) If a customer asks, "What is the price?" before he understands the quality of the goods, don't tell him. Evade the question politely. Say "I'll tell you in a moment, but you must examine it first." A sale is always lost if you tell the price before you show the value.

(12) Don't waste your traveling time. Some travelers answer all their letters on the train. Others study text-books on salesmanship. Why should any traveler sit and twiddle his thumbs in a railway coach for at least ten hours a week?—*The Efficiency Magazine*.

In Which Mr. Davis Tells of Circus Days

DENTABRUSH COMPANY

A NEW BRUSH, CONTAINING DENTIFRICE,
EACH TIME YOU CLEAN YOUR TEETH

CHICAGO, Sept. 23, 1922.

Editor of PRINTERS' INK:

In 1904, either in Seattle, Wash., or Vancouver, B. C., I picked up a copy of *PRINTERS' INK* and found it so interesting that I continued to buy it and read it as often as I could find it on the newsstands. Being constantly on the move—I being a circus and vaudeville gymnast—I never succeeded in getting it regularly until 1911, at which time I left the road for a permanent address. Since that time scarcely a copy has been missed. I use the binders for the weekly.

Part of my files between 1911 and 1918 were accidentally destroyed. From 1918 to now my files are complete.

I was among your first advance subscribers to the *Monthly* and have an unbroken file.

I am also receiving your weekly compilations, making my files just about priceless.

PRINTERS' INK must directly take the blame for me being inflicted onto business and indirectly for the creation of the article described on the enclosed circular. Had I not stumbled onto *PRINTERS' INK*, I might have remained a mountebank, in which case I would not have invented the Davis Dentabrush, which, by the way, will shortly be backed by a strong advertising campaign.

LAWRENCE C. DAVIS.

Attractive Wages in China

According to a bulletin of the Department of Commerce at Washington skilled workers—women and girls—in the cotton hosiery factories of Canton, China, earn as high as \$10 a month. Employment is so attractive, it is said, that middle-class women seek positions in the mills.

Plugging a Wasteful Hole in the Automobile Industry

Merchandising Plan of Automotive Equipment Association Makes Business Men Out of Shop and Garage Owners

By C. M. Harrison

A MAN driving a new Chandler pulled up before an automobile repair shop in a small Indiana town and called for some "gas." A jobber's salesman who was trying to induce the shop owner to enlarge his stock of automobile accessories was presiding that afternoon at the pump. He had volunteered to do that work as a part of an effort to get a definite line on the trade in the town and also to show his customer that accessories could sell readily if the right kind of effort were made.

The salesman pumped in the gas and was handed a five-dollar bill. Before giving the man his change the salesman ran his hand over the top of the radiator, which was pretty hot.

"What's the matter?" the owner asked. "Is she boiling?"

No, she wasn't boiling, but she was very warm. Why didn't he put on a meter so he would always know just what was going on? The owner said he had had a couple but somebody stole them.

"Wait a minute and I will show you one that can't be stolen," replied the salesman. He went inside, got a motor meter and lock cap, put it on the machine and handed the owner the keys. At the same time he remarked that the firm making the meter would give \$100 to any one who could get it off without the keys.

"How much?" asked the driver. His eyes popped out as the salesman told him the price was \$17.50. But he dug down and got the remainder of the purchase price which, added to the sum the salesman had not returned for change, would make the required amount.

An hour or two later a well-to-do man of the community drove in with a newly purchased Buick.

The salesman persuaded him that he needed a spotlight. One thing brought on another until the man had bought \$120 worth of equipment in addition to the gasoline he had come after. He left the car for three hours so the articles might be attached.

Another car that came in was missing on one cylinder. The salesman sold the driver some spark plugs. To another he sold an extra fan belt. And so it went.

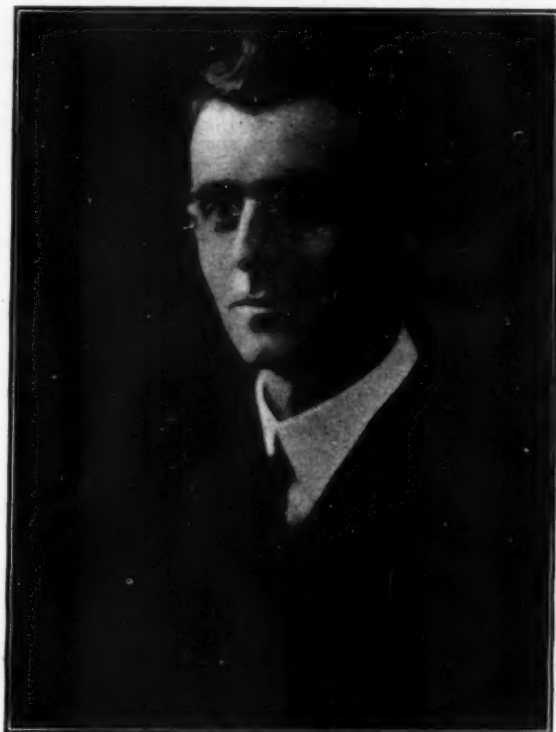
The shopman had complained that accessories were "no good" because the \$500 worth, which he had stocked several months before, had not sold. He had had plenty of repair business and many gas customers, but people had made no move to purchase the extra equipment.

"That's just the trouble," the salesman told him. "You should ask them to buy rather than wait for them to make the move themselves."

The shopman was skeptical and the pump experiment was the result. When the returns were shown he saw a great new light. The accessories stock was cleaned up and displayed decently. A showing was made in the shop window. Sufficient new stock was ordered to make the line complete.

PLAN HAS BEEN IN EFFECT TWO YEARS

All of this is a part of the merchandising plan operated by the Automotive Equipment Association, Chicago, which was put into effect two years ago as the result of pioneer work done by several manufacturers, including Robert A. Stranahan, president of the Champion Spark Plug Company of Toledo. The many-sided working plan of the association upon which its activities are based is well



Another Step Forward

It is with great satisfaction that I announce that Mr. E. R. Eastman has accepted the position of Editor-in-Chief of the American Agriculturist.

Mr. Eastman was formerly Editor of the Dairy-men's League News.

Henry Morgenthau Jr.

Publisher

THE AMERICAN AGRICULTURIST

Publicity
in the
City of Toronto
and the
Province of Ontario

*can best be secured
 through the*

Toronto Daily Star

Circulation over 116,000---Largest in Ontario

and the

Toronto Star Weekly

Sunday Edition of the Daily

Circulation over 135,000---Largest Sunday in Canada

*Clean newspapers that will create both
 dealer action and consumer demand
 in a territory containing nearly
 3,000,000 people*

UNITED STATES REPRESENTATIVES: CHAS. H. EDDY CO.

New York
 Fifth Avenue Building

Boston
 Old South Building

Chicago
 People's Gas Building

MONTREAL Representative---J. B. Rathbone, Transportation Building

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summed up in its slogan: "Ask 'Em to Buy." The purpose of the association, consisting of more than 500 manufacturers and jobbers, is to bring prosperity to the dealer's shop, which, according to Ray W. Sherman, the association's merchandising director, is really a two-faced proposition—at once a benefit and a detriment.

"Without the shop of the dealer," says Mr. Sherman, "we never would have been able to build the automotive industry, yet this same shop has ruined thousands of dealers and eaten the profits they made in other departments of the business.

"If the industry is to go on and grow and become greater it must have the shop with it on the rest of the journey, but we never shall have a truly great industry, in full health and with real prosperity, until the shop makes money.

"During early years the automotive industry was busy developing production. These things kept us all so busy—making and selling cars—that we let a lot of important matters slide. We poured millions into the barrel with seldom a look at its leaky bottom.

"After this heyday of hasty growth the whole industry is taking stock of itself and plugging up the bottom of the barrel. It slowed down for a while on production and sales and gave itself a good inspection.

"The shop came into being as the service station of the car dealer, who felt that he must take care of the car he had sold. No one but the dealer knew anything about it. Because of this, the shop was forced into existence as an industrial necessity, and as such it has remained.

"It was easy in selling during the days when people knew little about cars to promise that the car would be taken care of, but this care was seldom defined. The result was that there grew up a thing that we call 'free service,' and even today it is hard for dealers to tell where free service ends, once they let it begin.

"So far as the car dealer is concerned a factor has been the pres-

sure from the car factories, as the factories sought to push out a production that sometimes was too great. This thrust upon the dealer a selling burden which absorbed some of his shop revenue. Today the factory attitude is changing. No longer are all the factories offering the old-style contracts of former years. There has been an awakening throughout the industry and in many parts we are beginning to build anew.

"With this changing mind in the industry, and with dealers coming more and more to believe that all their departments are capable of profit, the way is open to prosperity if some of the old ways can be replaced by ways of profit."

To do the replacing spoken of by Mr. Sherman the association is working through the jobber and his salesmen. Through these the educational influence is passed along to the shopmen with the result that the sale of automobile accessories has been increased in many places several hundred per cent in a single season. This of course is the primary object of the association. In the approximately 10,000,000 cars now in use in the country it sees a constant and steadily growing market for all kinds of automotive equipment.

ASSOCIATION HAS STRONG LIST OF MEMBERS

The business done by the members of this association, including manufacturers and jobbers, has reached huge proportions. Its membership includes important national advertisers such as the American Chain Company, Biflex Products Corporation, The Carborundum Company, Champion Spark Plug Company, Edison Lamp Works, Federal Rubber Company, Johns-Manville Company, Klaxon Company, McQuay-Norris Manufacturing Company, Multibestos Company, No-Leak-O Piston Ring Company, Pyrene Manufacturing Company, The Raybestos Company, Thermoid Rubber Company, U. S. Air Compressor Company, Wire Wheel Corporation, Westinghouse Lamp Company.

The merchandising methods of these and other members of the association are of the most progressive type. Yet, when it came to capitalizing upon their opportunities in the highest sense they ran up against a solid concrete wall in the shape of apathy and ignorance on the part of the dealer—or the shop owner as he might be better called.

The garage man and the automobile repair man, from the very nature of things, have more to learn about correct business methods than is the case with perhaps any other class of retailer. Yet the automotive people were absolutely at his mercy so far as extending sales was concerned. It was estimated that on an average at least \$25 more in automotive equipment could be sold annually to each of the 10,000,000 automobile owners in the United States and Canada, making a neat total of \$250,000,000 worth of business that nobody was getting at the time.

President Stranahan, of the Champion Spark Plug Company, took an extended automobile trip visiting garages, repair shops and gasoline stations large and small in an effort to find out what really was the matter. He learned it in a hurry.

"I visited shop after shop, garage after garage," said Mr. Stranahan, "to buy gasoline or oil or to have some trifling repair made. My purchase in each case was merely an excuse to expose myself to the salesmanship of the shopman if he had any. But almost invariably they did not ask me to buy anything. There I was a customer. I was in my car at the man's place of business and as such was a real asset to him. Department stores spend thousands of dollars in advertising every year to get people into their stores so they can see their merchandise. The garage men apparently did not recognize the asset because in nearly every case they only gave me what I asked for. Many of these concerns had stocks of accessories but the articles were sold mainly when people asked for them."

The eventual result, after some preliminaries that need not be detailed here, was the organization of the association's merchandising department which now is being carried on by Mr. Sherman under the general charge of an operating committee composed of Mr. Stranahan; Howard M. Dine, president of the Dine-De-Wees Company, of Canton, Ohio; Nelson H. Oliver, general sales manager of the Metal Specialties Manufacturing Company, of Chicago; Willard W. Low, sales manager of the Electric Appliance Company, of Chicago, and Louis A. Safford, vice-president of the McQuay-Norris Manufacturing Company, of St. Louis.

HOW DEPARTMENT IS CONDUCTED

Each member of the association pays annual dues of \$200. The educational work is financed out of a special assessment which the members vote upon themselves. Four meetings a year are held and at one of these the advertising and merchandising appropriation for the next year is decided upon.

At a meeting held in Colorado Springs last June the operating committee recommended that an assessment of \$100 be levied upon each member to pay for the forthcoming year's programme of merchandising development. It was explained that this would aggregate about \$10,000 less than the desired amount. The committee suggested the sum be made up by appropriating the \$10,000 from the association's reserve fund. Whereupon a member moved that the assessment be made \$125, which was done by a unanimous vote.

The biggest part of the association's effort is to give the widest possible application to its "Ask 'Em to Buy" slogan which is done usually in the manner described at the beginning of this article. Other important divisions of the work take in the matter of persuading garage and shopmen to keep their accounts properly, to collect the money that is due them and to put in labor-saving machinery that will enable them to do repair

Mr. Bok is one of America's most noted journalists and was for many years editor of The Ladies' Home Journal



(C) Underwood

Why Edward W. Bok Reads The Outlook

I HAVE known The Outlook for thirty years, and have been a steady reader of it, and know of no periodical which has so consistently stood for the best of worth-while reading and been such a true reflection of American life. I have always found in it the note of that progressiveness which makes for sure progress. Very few readers realize the tremendous influence that a periodical coming out week by week may have on the minds of its readers, especially when, as in the case of The Outlook, it is a journal that is read when men's minds are at leisure and are receptive to influences. The editors of The Outlook have, to my mind, ever been conscious of this stewardship, and have never failed in their responsibilities.

Edward W. Bok



THE BIG DAY

in the boy's calendar is Christmas. His well-known ability to get what he wants is raised to the nth power with the approach of Xmas.

If you have a holiday message for the boys of America, nowhere can you reach him more resultfully and in so many desirable homes as through the advertising columns of **THE BOYS' WORLD** with its net paid circulation of over 400,000 boys, ranging in age from 12 to 16 years. You get the boy—he'll do the rest like the persistent salesman he is.

THE BOYS' WORLD

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Ronald C. Campbell, 326 W. Madison St., Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

work by the job rather than by the hour.

Necessarily the education has to be of the most elementary and brass tacks variety.

Inasmuch as the jobber's salesmen are the missionaries to whom the new gospel is spread, the first care is to see that they are well prepared to do the spreading. The salesmen are carefully instructed in the method of approach by way of the gasoline pump. The shopman's experience with accessories generally has been unhappy owing to his own shortcomings. Under these circumstances not only is he absolutely nil as a prospect for an immediate order but he is a serious drag on the distribution machinery. Unless he can be shown the way out, the accessory makers are going to miss a lot of good business because his shop is the only place they can reach a certain number of automobile owners.

EXPLAINING SALES PLAN LOCALLY

But whenever possible a general meeting of garage and repair shop owners and employees is held in a town and is addressed by a jobber's salesman, the whole thing being called and carried forward on a plan formed by the association.

If the town is small the salesman issues personally the invitations to attend the meeting, to hear an address on how to make more profit and to look at a moving picture film. In a larger town the mails are used to supplement the personal invitations. Meetings have been as small as four or five persons consisting of practically all the garage and repair men in town. From this they get as large as a recent meeting in Brooklyn attended by several thousand men. The salesman or sometimes the head of the jobbing house himself makes the address at the meeting. The speech is supplied by the association. It is described as being "an address for delivery before a meeting of dealers, garage men and repair men," and the subject is "Why Automotive Equipment Is a Wonderful Profit Opportunity for the Dealer." The speech is printed in a little pamphlet of vest-pocket size. All the jobber

or salesman need do is to learn it and stand up and say it.

After the speech, the details are amplified by a two-reel moving picture in which are detailed the experiences of a young repair shopman who was visited by a salesman and persuaded to amplify his accessory stock after the salesman had presided that afternoon at the gasoline pump. The picture shows car after car driving up and the salesman pointing out the need of some standard advertised article of equipment and selling it. The film illustrates in a simple way the proposition of turnover. It shows the virtues of a clean and orderly arrangement of stock, indicates some collection methods, advises the repair man to charge by the job rather than by the hour and shows how the hero of the reel arranged with a local bookkeeper to devote an evening or two a week to keeping his accounts.

The response to the double appeal is usually immediate and pronounced. There is a start to a general improvement all along the line and an order issued for a complete line of accessories. On subsequent visits the salesman is able to check up on the results of his efforts and to supply the necessary suggestions and help for the further development of the good work.

The association supplements the personal work by circulating a book called "A Greater Business." This tells in great detail the why of the accessory business and shows garage men and others how to go about it to put in such a stock and how to sell it. The backbone of the whole campaign of course is "Ask 'Em to Buy." One instructive feature of the book is a table of two columns in one of which is the wording, "When a Customer Asks for These." In the other column is, "Suggest These." If a customer asks for distilled water the table directs that the battery be tested for recharge, leaky cells looked for and the purchase of a hydrometer suggested. If he asks for a jack, this is supposed to open the way for asking him to buy a tool

set, tire pump, spare tires and brace wrenches.

Individual jobbers add their own resources and ingenuity to those supplied by the association. A Florida jobber has added to the association's picture a thousand feet of film showing actual dealer establishments in Florida that are making money on the sale of equipment. A fourth reel concerns the jobbers' own places of business.

George Rinkenberger, a jobber in Illinois, has personally held a large number of meetings in his territory. He goes into a county seat, and invites all the dealers in the county to a dinner at his expense. He delivers the speech set forth in the little white booklet prepared by the association and amplifies it by experiences of his own. Then he shows the "Ask 'Em to Buy" film which is loaned him by the association, conducts a general discussion and gets good results.

Certain California jobbers have a merchandising field man operating for them and covering the State in much the same manner.

Spalding Has Own Distributing System for Sporting Goods

J. Walter Spalding, chairman of the board of directors of A. G. Spalding & Bros., in a recent statement issued in connection with a preferred stock issue, said:

"A. G. Spalding & Bros., whose business was established in 1876, is believed to be the only concern in the world which is engaged in the manufacture of practically all kinds of athletic equipment with a complete and widespread sales organization for the distribution of its products. The company has upward of forty branch retail and wholesale stores located in the principal cities of the United States, Canada and England, as well as one in Paris, France, and one in Sydney, Australia."

Radio Equipment Maker Advertising Nationally

An advertising campaign is being run in consumer and jobber publications by the Telradio Engineering Corporation, New York, manufacturer of wireless products. This advertising is being supplemented by a direct-mail campaign to jobbers and dealers in the United States and Canada. In addition the company plans to distribute 15,000 catalogues.

How One Group of Department Stores Reduces Prices

The extent to which large retail establishments are working together in the United States for increased efficiency in the marketing scheme of things was brought out recently in advertising published by Filene's, Boston department store, one of a series in review of the last 10 years' developments.

"We have always taken very seriously our duty to the public as part of the distributing machinery of commerce," the copy declares. "Before us constantly has been the necessity of taking steps to reduce the cost of distribution by making the machinery more efficient."

"Largely as a result of the efforts of our general manager, arrangements to co-operate to this end have been made with a group of stores in various parts of the country. Today in this group are the following 18 large and forward-looking retail stores, each in a different city, with a total business of \$250,000,000 annually.

"With no financial connection whatever—each store being entirely in the control of its individual owners—these stores have for some years now united in an earnest effort to reduce the cost of distribution. Beginning with the casual exchange of ideas and figures, they are now operating in quantity purchases, in making store and departmental studies, in the operation of buying offices at home and abroad, and in numerous other activities.

"Under the name of the Associated Merchandising Corporation the same group operates large offices in New York, London, Paris, Vienna, Brussels and Berlin, with experts in the different fields of merchandise watching the markets and counseling and serving the stores' buyers. Lower prices are often obtained by several or all stores clubbing together and offering manufacturers opportunities to save by quantity production.

"All this is done with just one object—to reduce the margin between wholesale and retail prices. Over our president's desk hangs this motto, 'We have no right to succeed as a store unless we are of real service to the community.' We consider this group co-operation as a definite step in this direction."

A New Advertiser in St. Paul

The Stamm Manufacturing Company, St. Paul, Minn., manufacturer of vases, book ends, table lamps and other art novelties, is advertising in trade papers and conducting a direct-by-mail campaign to obtain dealer distribution. The company plans eventually to market its products through jobbers. As soon as such distribution is completed, it will run a national campaign in general magazines.

G. W. Stamm, organizer of the company, was previously publisher of *Western Baker*, *Pacific Laundry Journal* and *Western Plumber*. He was also the proprietor of the Stamm Printing Company, San Francisco.

Permanence

The Ethridge Company is a fixture in the advertising world. For twenty years our clients have known where to find us, have been sure of promises kept and instructions carefully observed.

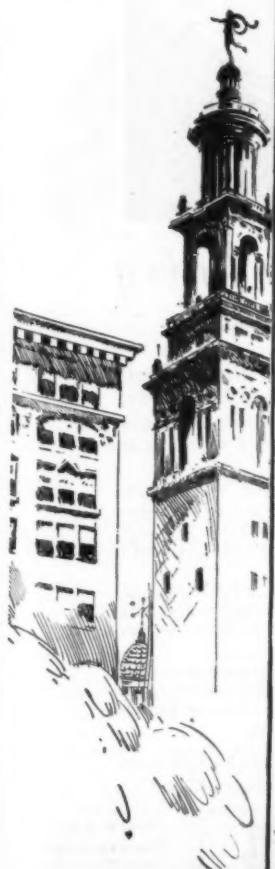
Ethridge permanence, in a special field, is no mere matter of chance. 20 years ago, this institution was started on a definite basis—the IDEA of the illustration was always to be as dominant as its execution. That there is always a ready market for selling ideas in advertising illustrations is borne out by our growth, progress—and PERMANENCE.

"The Best
in advertising
illustration"

ETHRIDGE

New York
25 E. 26th St.

Chicago
203 S. Dearborn St.





Safely through Turkey and Roumania

STARTING from Buffalo, the Foldwell folder shown above made its way, unprotected, to Constantinople from which point it was forwarded to Bucarut in Roumania.

After three months of hard travel it came back to the sender wholly free from any tell-tale sign of abuse in the mails. Its appearance was still pleasing; its appeal just as vigorous as it had been in the beginning.

This sterling integrity distinguishes Foldwell from other Coated Papers. And it is with this integrity that the effectiveness of direct mail literature can be increased.

Printed on Foldwell, you may be sure that your mailing pieces will reach their destination in fit condition to sell. If you would like to experiment we will gladly send samples.

CHICAGO PAPER COMPANY, Manufacturers
Desk 10, 810 South Wells Street, Chicago

Distributors
in all
Principal Cities



Coated Book Paper
Coated Cover Paper
Coated Writing Paper

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Preparing the Field for the Export Salesman

His First Trip Need Not Be Confined to Getting Acquainted

By Walter F. Wyman

THE export salesman should be preceded by most careful preparation of the field he is to cover. If this is done the results will be measurably greater and the salesman will be treated fairly. It is equally a criminal waste of money and of human effort to send an export salesman to an unprepared field.

How many have heard the fallacious statement, "An export salesman's first trip cannot be a selling trip, but must be a 'get acquainted' trip. On his second trip, however, his sales will be very large because of the business friendships he has made on his first trip." The correct statement of exact facts is this: "Only an exceptional export salesman can secure a profitable volume of orders on his first trip to a field which has not been prepared for his coming. With advance preparation, the average export salesman can sell as large orders as the average salesman would on a second trip over unprepared territory."

There are definite reasons why the second statement is sound and why the first is wrong. It is true that a salesman's first trip over unprepared ground in normal times is no more than a "get acquainted" trip—but it is not true that the export salesman's first trip *must* be of this character. The export salesman should not be permitted the luxury of being either an explorer or a discoverer. The markets which he visits should have been prepared for his coming. They should have been made acquainted with the products which he has to offer. They should know the reliability of the maker of the products. They

should be convinced of the fairness of the policies of the exporting manufacturer.

The export salesman should not be handicapped by carrying the burden of selling more than merchandise and the ideas leading to the resale by the merchant of this merchandise. It is a criminal waste of time, energy and money to proceed on the assumption that the salesman's first trip must be largely of a social nature. In recent years the careful students of export selling have, time and time again proved the falsity of the fallacious statement that for years was allowed to stand unchallenged.

There should be system in the preparation of the field for the export salesman. Behind this system should be some reasons for the system. The base of all preparations should be the removal from the salesman of all tasks other than the sale of merchandise and the sale of definite ideas of resale of the merchandise. To accomplish this task changes at once the salesman's labors from being herculean to those possible to an ordinary mortal. To effect this change, it is clear that the exporter must himself sell the merchants to be visited—and perhaps even the consumers in the cities on the salesman's route—the idea of the maker's desirability as a source of supply.

There are many ways in which this can be accomplished. Persistent advertising of the right type, both in the local newspapers of the cities to be visited and in the export journals published in the United States, supplies a means easily applied and effective in results. The average consumer would be inclined to accept the responsibility of the Quaker Oats Co., or the Goodrich Tire & Rubber Co., or the Packard Motor

Reprinted by permission of McGraw-Hill Book Company from "Export Merchandising."

Car Co., even though he had no first-hand acquaintance with their products, because of their persistent and intelligent advertising. Through advertising designed, not to sell merchandise but to sell desirability as a source of supply and to pave the way for the export salesman, the first visit of the salesman can be made of business instead of social character.

The value of correspondence in paving the way for the export salesman is unquestioned. In a series of letters sent to a selected list of prospective customers it is not a difficult task to acquaint these with the history of the exporting manufacturer, his reputation for reliability, his reputation for quality and his ability to handle foreign orders. Indeed, of the many ways of preparing the field for the later trip of the salesman, the best single way is by correspondence. But the best way—as is usually the case in any type of selling—is to combine skilfully the use of every useful method.

PREPARATORY WORK OF ONE MANUFACTURER

One experienced manufacturing exporter follows a plan which certainly contains so many points of strength and which has so many successes to its credit, that it can be studied with the certainty that in part or in whole it can be adopted or adapted with gains.

First of all, the general territory to which the salesman is to be sent is carefully studied. The services of export institutions, organizations and journals are enlisted in preparing the salesman's itinerary and in determining the time which should be spent in each city. By this careful examination of the territory it is often found advisable to lay out side trips from the leading cities and to make trips into the little-visited interior towns. These alone, in the case of the manufacturer whose methods are described, have been said to yield sales and profits which more than cover the cost of preparing the entire field for the salesman.

When the cities and towns have been decided upon, the manufacturer compiles two mailing lists. The first includes the names of all dealers who are in lines that indicate even a strong probability that they might be engaged in the resale of products of the same general nature as those of the manufacturer. The second list contains only the names of the biggest and best firms in the territory. In order to be in the right position for effective correspondence, the manufacturer buys credit reports on all names on this second list.

A year before the salesman's visit the manufacturer starts his "field preparation campaign" with a series of bulletin mailing cards. These are handsomely printed, showing his leading products in their natural colors. These are, on their face, an indication of size and experience, since in language, text and layout they are clearly the work of experts. The series is usually of twelve bulletins, mailed at two-week intervals. One of these bulletins features the several factories of the manufacturer, showing the immense number of employees in a striking way. Other cards show window displays of the maker's products in out-of-the-way cities of the world, as well as on the broadest avenues of the largest cities of the world.

Six months before the salesman's trip, the plan calls for carefully worded letters in two series. The first series goes to the large list (from which, of course, the names of the elect have been removed) and are identical in wording. The second series consists of individual letters based on information contained in the credit reports previously mentioned. While these letters make it possible for the recipients to make purchases—and a strong effort is made to secure at least one customer in each city—the main object of the series is to make any representative of the manufacturer a welcome visitor later on.

During this six-month period

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work, watch
the advertising of the following products:*

BON AMI

CONGOLEUM RUGS

VALSPAR VARNISH

INTERWOVEN SOCKS

GRINNELL SPRINKLERS

WELLSWORTH GLASSES

McCUTCHEON LINENS

BARRETT EVERLASTIC ROOFINGS

PETER SCHUYLER CIGARS

TERRA COTTA

TARVIA

IMPORTERS & TRADERS NATIONAL BANK

WALLACE SILVER

CARBOSOTA

NEW-SKIN

BERNHARD ULMANN CO.
(ART NEEDLEWORK PRODUCTS)

"QUEEN-MAKE" WASH DRESSES

BARRETT SPECIFICATION ROOFS

What we've done for others we can do for you.

THE SYRACUSE HERALD

not only extends the usual forms of co-operation to its advertisers, but opportunity often makes it possible for The Herald to extend

Unique Co-operation

During the New York State Fair in September, The Herald without charge, and as a further support to its advertisers, established at the Fair Grounds a *Model Grocery Store*. This store was thirty-five feet by sixty feet, and was stocked throughout by products furnished by manufacturers and advertised in The Herald in Syracuse. This model grocery store carried a tremendous message to the hundreds of thousands of Fair visitors. And at this unique store, advertising literature of products was distributed, sampling supervised, and demonstrations and lectures held. Mrs. George B. Wood, the Herald's culinary expert, with a staff of assistants conducted daily programmes, and a special cook book containing hundreds of recipes showing possibilities of food products so exhibited, and containing lists of advertised goods was distributed.

Successful?

It most assuredly was. The store was thronged during the Fair week by the thousands of visitors taking advantage to learn more of national advertised food products. The Herald believes that it was such a success and so appreciated by its food advertisers that it will be made a feature for next year with added facilities. This feature costs advertisers not one cent.

Such forms of *unique co-operation*, combined with the fact that the Herald has the highest concentrated circulation in Syracuse, and, too, that The Herald does, gladly, the things for the manufacturer that are necessary to be done, is the reason for The Herald

Leading

in local and national lineages; in food and department store; in men's wear and women's wear, and, in fact, in all important classifications of advertising.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Avenue
New York City

Globe Building
Boston

Steger Building
Chicago

Oct. 1

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export advertising is used in two ways. In export journals the salesman's trip is advertised, showing, by means of outline maps, the salesman's routes and the approximate dates that he will be in each city. Reprints of these advertisements are used for enclosures in the letter series. The second use of export advertising is in the local newspapers in the cities which the traveler is to visit. These advertisements feature the goods and their maker rather than the salesman, but do include a few well-worded lines and a head-and-shoulder cut of the salesman.

The final letter in each series bespeaks a welcome for the salesman. It is timed to arrive on the same mail as the salesman's advance card, which is dignified but not cold, and which shows a naturally posed photographic likeness of the salesman. This final letter and the salesman's advance card are timed to reach the dealer not more than two weeks before the salesman.

Each prospective customer should be told long in advance of the salesman's coming:

1. The responsibility of the exporter.
2. His ability to export well.
3. His desirability as a source of supply.
4. His policy of assisting dealer's sales.
5. The worth of the visit of the salesman.
6. The quality of the products offered.
7. The profit to the buyer.
8. The appeal to the consumer.

While it would be useless to figure the cost of this preparation for any given market for purpose of illustration here, each exporter can easily make his own cost card. It will be found that this method of preparing the field will cost one-fifth to one-quarter as much as a salesman's trip. It will be found that the salesman will be greeted on his first trip with the cordiality that the average foreign traveler is greeted with on his second trip. His orders will prove the value of the field preparation.

Silk Sales Managers Form Organization

A new trade group has been formed within The Silk Association of America under the name of the Sales Directors' Group of Division D. This group is composed of sales managers and directors of firms manufacturing broad silks. W. H. Yelland of the Carl Schoen Silk Corporation is chairman of its executive committee. It is the purpose of the sales directors, through their new organization within the national association, to work for the prevention of trade abuses, the use of the uniform contract, and the establishment of uniform terms. It is expected also that the group may be the means of educating the trade to the importance of many technical facts not always recognized as affecting sales.

Bank Installs Receiving Tellers in Rutland, Vt., Schools

The Rutland Savings Bank, Rutland, Vt., in newspaper advertising tells of the installation of automatic receiving tellers in the school buildings of the city. Coins of 1, 5, 10 or 25 cent value are deposited by the scholars in these machines and stamps of equal value are received. These stamps are affixed to folders furnished by the bank. When stamps to the value of one dollar have been affixed, the folder is taken to the bank and a deposit book issued. The advertisement urges the school children to save and establish a record for savings in their school.

A. C. Pearson Addresses Pittsburgh Advertising Club

A. C. Pearson, treasurer of the United Publishers Corporation and chairman of the American Publishers' Conference, addressed a combined meeting of the Pittsburgh Advertising Club and the Pittsburgh Chamber of Commerce on October 5. Mr. Pearson's address was on "How the New Tariff Affects Trade Conditions."

Advertising for Mail Orders for Apples

Trade-marked apples, under the brand name Harvard Crimson, are being offered direct from grower to consumer through advertising by Springbrook Farm, Harvard, Mass. The apples are divided into "number ones" and "extra fine," and are mailed wrapped.

"Sunbeam" Account with Kling-Gibson Co.

The Kling-Gibson Company, Chicago advertising agency, has secured the account of the Chicago Flexible shaft Company, Chicago manufacturer of "Sunbeam" electric irons, toaster-grills and other electrical household equipment.

Reducing Salesmen's Commissions on Mail Orders

Plan Not Only Increases Salesmen's Earnings, but Provides Fund for Mail Promotion Work

UNITED STATES RUBBER CO.
BOSTON, MASS.

Editor of **PRINTERS' INK**:

Have you ever compiled a list of articles on the maintenance of a mailing and direct advertising department by taxing salesmen's commissions on mail orders?

I believe there are a few jobbing houses who have a direct-mail department to handle all mail-order business and which is not an expense to the house, but supports itself by taking part of the regular salesmen's commissions on all mail orders received.

I am interested in the opinions of those who have tried and are working this system for the following reasons:

(1) Has such a system increased the activities of a mail-order department and have these activities increased the salesmen's paid commissions?

(2) Knowing that all mail-order business is taxed, do salesmen strive for more volume on personal business?

(3) What plan will overcome the fact of one salesman in a well-worked territory having fewer mail-orders than a salesman who covers a whole State having many mail-orders between his calls? One salesman is taxed very little, but receives an equal amount of direct-mail help.

In other words, I want to get some real information on a mail-order department supported by salesmen versus such a department supported by the house.

Any letters on this or reference to printed matter will be appreciated.

HOWARTH S. BOYLE,
Manager Sales Service.

MR. BOYLE asks a question of considerable significance and he has perhaps started something. We will take the editorial prerogative of re-drafting his question, not because he has not stated it clearly but because it will be more convenient to answer it if put another way. What he wants to know is this:

Would it not be possible for many manufacturers and wholesalers to increase their business very materially by doing greater sales promotion work from the home office in salesmen's territories, taxing each salesman with his proportion of such work?

Three years ago a certain large jobbing house in New York

changed its method of paying salesmen. For years the basis of compensation had been straight salary. This plan was discontinued and all salesmen—the company has a large sales force scattered all over the United States—were placed upon a straight commission basis.

This company, like most other companies that pay their salesmen by commission, soon found that the plan proved highly satisfactory to salesmen in productive territories while it did not meet with the whole-souled endorsement of men in lean territories. Readjustments were worked out until all territories offered equal opportunities.

Under the salary plan, salesmen did not have to worry much about orders they did not take personally. When they called on customers who were not ready to place an order on the day of the salesman's visit, they could afford to say, "Oh, well, mail it to the house when you are ready." Should the company receive an order from a dealer not called on by the salesman, but located in his territory, he was pleased if the sale went to his credit, of course, but whether it did or not his earnings were not affected.

Under the commission plan, however, these mail orders were a matter of vital importance. Many houses do not allow commissions on mail orders. Others do. There are dangers and disadvantages in both methods.

When salesmen get full commission on mail orders, there is then in operation less incentive for the salesman to try for more personal orders or to work his territory more intensively. He gets everything anyway. If he has a fat territory he will be disposed year after year to lay down on it. He works just hard enough to

56,150

SEPT. DAILY AVERAGE

POST-STANDARD DAILY CIRCULATION GREATEST IN SYRACUSE

SIX MONTHS A B C
AND P. O. REPORT

50,931	} INCREASED — TO —	53,734
MAR. 30, 1922		SEPT. 30, 1922

20 PERCENT MORE THAN THE CIRCULATION OF ANY OTHER SYRACUSE DAILY NEWSPAPER

NATIONAL ADVERTISERS CAN MULTIPLY THEIR SALES RETURNS WITH THE SUBSTANTIAL, CONTINUED GROWTH OF SYRACUSE, AND INCREASE OF POST-STANDARD CIRCULATION

PAUL BLOCK, INC., REPRESENTATIVE
NEW YORK BOSTON CHICAGO DETROIT

More Than "A Farm Paper"

In every field—in each sales-territory—stands out one publication as an editorial leader, and as a foremost advertising influence.

In New England, the natural and logical choice among experienced advertisers, who understand values, is



thus reaching more than 66,000 worth-while farm families.

For over sixty years, "Old Reliable" NEW ENGLAND HOMESTEAD has won and held the confidence and support of New England farmers. Through faithful service to its subscribers, and as a leader in New England farm affairs, NEW ENGLAND HOMESTEAD has become more than "a farm paper." It is a New England INSTITUTION.

No other publication carries its weight and influence in New England farm affairs. No other medium, or combination, duplicates its circulation.

The New England farm market is broad and dependable—worth your strongest sales efforts. New England is a "bright spot" agriculturally—and NEW ENGLAND HOMESTEAD is the key to this market.

We have a lot of interesting information about the New England farm territory, and our Research Department is always at your service for any special investigation you wish.

NEW ENGLAND HOMESTEAD



WARREN A. PRIEST, Advertising Manager
PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass.
WILLIAM A. WHITNEY, Advertising Counsellor

Member
Audit Bureau of Circulations
NEW YORK: 456 Fourth Ave.
J. W. HASTIN, in Charge

Member
Agricultural Publishers Association
CHICAGO: 5 South Wabash Ave.
J. LEWIS DRAPER, in Charge

save his territory from being reduced.

On the other score, salesmen who receive no commission on mail orders are inclined to get sore at customers who will not place orders with them personally. They become too insistent for an order on the spot or they neglect such customers altogether and dealers who might be developed into star customers are left to be cultivated by a competitor's salesman who perhaps receives commissions on mail orders. Orders mailed in from dealers not called on or from towns not visited by the salesman may occasionally lead a salesman to plan on visiting that dealer or town next trip, but generally it inspires a feeling of resentment toward the home office. The thought grows upon him that his own company is his competitor instead of being his co-operator.

In view of this, the jobbing house referred to adopted the plan of giving the salesman half credit on all mail orders and crediting the other half to its mail-order department. It proved to be a happy solution. Salesmen found in the operation of the plan just the proper incentive to increase their efforts for larger personal sales while it held their interest in business that came to the house direct. The company, on the other hand, found a way to make a better organized campaign to increase mail orders without antagonizing the salesmen. The half commission credit given to the mail-order department on mail sales from salesmen's territories more than paid the expense of maintaining the department. It even left a margin for mail sales promotion.

Mr. Boyle's letter refers to "a mail-order department supported by salesmen versus such a department supported by the house."

The two things should not be confused. A mail-order department supported by the house, as it is ordinarily operated, is generally run for the purpose of getting business from territories not covered by salesmen. It occasionally comes into conflict with sales-

men on so-called "border-line" business, or doubtful orders where the salesman might have had something to do with uncovering the prospect. In such cases, the interest of the mail-order department is entirely for itself—to make a showing at a profit. If it spends money on promotional work, this money is charged against the mail-order department which is counter-balanced by full credit for any business resulting.

A "mail-order department supported by salesmen" is entirely different. Such a department would be operated primarily to help the salesmen get business they are unable to land personally. The half credit it takes on orders secured should, theoretically, more than pay for the expense of operating it for the business costs the house less than salesmen's business, inasmuch as the cost of traveling a sales force is greater than the office expense of maintaining a mail-order department. If in addition to the work that the mail-order department does for salesmen, it is able to go after business in territories not covered by salesmen, or to sell items of the line not handled by the men in the field, it should be able to make its work quite profitable to the company.

Mr. Boyle asks, "What plan will overcome the fact of one salesman in a well-worked territory having fewer mail orders than a salesman who covers a whole State having many mail orders between his calls? One salesman is taxed very little but receives an equal amount of direct-mail help."

The jobbing house previously referred to reports that its plan of reducing a salesman's commission one-half on mail orders has now been in operation for about a year. In order to minimize the inequalities mentioned by Mr. Boyle, a number of readjustments in territories have been made.

Territories close to headquarters are naturally smaller and are more intensively worked by salesmen than those located in the far West or South. Mail orders in the closely worked territories are

fewer and the salesmen lose less on commissions. These men require much less co-operation from the mail-order department and less mail promotional work is done for them. Men in remote territories have a far larger number of mail orders; therefore their commissions are taxed more and of course much more promotional work can be done for them, as the mail-order department has more money to spend for them.

One man covered a tier of Southern States. He made the circuit twice a year, calling at the larger and more important towns. One day the company received a letter from a man in Florida who said he had a wide acquaintance among dealers in the small towns of Florida and asked for an opportunity to show what he could do as a salesman. As many of these towns had never been called on by the regular man, the company hired the applicant and he went to work. He sent in an amazing amount of business. This caused the company to take Florida away from the territory of the man who had it originally. While he complained he had to admit that he never would have been able to make the towns the new man made. The reduction of his territory made him amenable to the suggestion to work his remaining territory more intensively and he is now getting far more personal business out of it than he formerly got out of the whole of his original territory.

Apparently few manufacturers and wholesalers have experimented with "a mail-order department supported by salesmen." Few seem to realize the possibilities. The plan of deducting a part of the salesman's commission works no hardship whatever on the salesman when he understands that some part of the commission he loses will be spent for promotional work in his territory. The amount deducted gives the company automatically an appropriation for advertising and direct-mail promotion that it would not have to provide in some other way.—[Ed. PRINTERS' INK.]

Art Directors Club Awards Medals at Second Exhibition

The second annual exhibition of original paintings and drawings used in advertising was opened October 9 by the Art Directors Club at the Art Centre, New York.

A jury consisting of Frederic J. Suhr, chairman, Charles Dana Gibson, Edward Penfield, W. J. Boardman, Jules Guerin and Cass Gilbert awarded medals to the winning selections in each of the groups exhibited.

About 325 original drawings and paintings are on exhibition. In the magazine division the judges awarded the first prize to Henry Howard Manst for still-life work, an advertisement for Swift & Company; E. L. Blumenschein was awarded first prize winner for figure work, in an advertisement for Steinway & Sons; and Herbert Meyer won the medal for black and white work in the magazine division for an advertisement of the Union Carbide Company.

The jury selected Sidney Fletcher as the medal winner for pen-and-ink work in the general field. His drawing was for an advertisement of S. W. Straus & Co. The poster prize was given to J. C. Leyendecker for an advertisement for the Liggett & Myers Tobacco Company. Walter D. Teague won first place in decorative design with a Phoenix Hosiery Company advertisement. H. W. Scandlin was awarded first prize in the photographic division.

From October 12 and until the end of the month the exhibition will be open, free of charge, to the public.

An Annual containing engravings of all the materials shown at the present exhibition is being published and will be ready for distribution within a few weeks.

A Trade-Marked Washable Wall Cloth

T. R. Goodlatte & Sons, Inc., of Delawanna, N. J., manufacturers of oil cloth, have trade-marked one of their products, a washable wall cloth, under the name of "Walcloth." Concerning the advertising of this product R. K. Goodlatte, sales manager of the Goodlatte company, gives PRINTERS' INK the following information: "We are not at the present time contemplating an advertising campaign on our washable 'Walcloth.' We may go into this matter a little later."

Belting Company Will Continue Campaign through Winter

The Allied Belting Company, Greenville, O., has made application at the United States Patent Office for registration of "Green Duck" as a trademark for stitched canvas belting.

Advertising has already appeared in various trade journals for "Green Duck" belting, and Guy C. Baker, vice-president of the company, informs PRINTERS' INK that such advertising will be continued during the coming winter.

ADVERTISING

Inexpensive Demand

COST of selling depends directly upon the difficulty of selling. The salesman who produces orders for an article little wanted by the public is highly paid in proportion to the price of that article. On the other hand, the grain merchant succeeds in working on a small margin because his market always exists.

WHILE it is unlikely that there would exist a free demand for a manufactured article, it is possible for national advertising to create an inexpensive demand, so continuous that the same salesmen can produce vastly more business.

With a certain class of products national advertising is the surest influence to reduce selling costs.

THE MOSS-CHASE CO., Niagara Life Bldg., Buffalo, N. Y.

MOSS-CHASE



The New York Times

RECORD WEEK IN ADVERTISING

		Advertising Published Columns	Omitted for lack of space Columns
Sunday,	October 1	747	
Monday,	October 2	166	
Tuesday,	October 3	267	20
Wednesday,	October 4	262	31
Thursday,	October 5	258	49
Friday,	October 6	254	
Saturday,	October 7	127	
Total		2081	100

The average net paid daily and Sunday circulation of The New York Times, as reported to the Post Office Department for six months ended September 30, 1922, was

356,671

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Bankers' Convention Develops Some Interesting Advertising

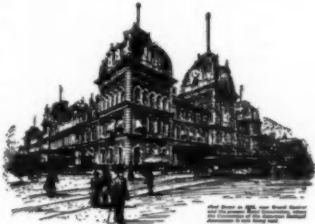
Not Only Banks, but Retail Establishments Grasped the Opportunity to Run Effective Special Copy

NEW YORKERS were conscious of the fact that the American Bankers Association was holding its annual convention in New York last week. As conventions go, this was a large one, numbering about 10,000 delegates. But the size of the convention wasn't the thing that impressed upon the minds of New Yorkers the fact that the bankers of the country were meeting in their city. Advertising was the thing. Whatever newspaper the New Yorker turned to last week he couldn't avoid advertising that informed or reminded him of the fact that there was a convention of bankers in New York. Then, too, posters and window cards and special signs in the business sections were like a barrage fire in reiterating the fact that the bankers were in convention in New York.

There was even a special emblem designed to give advertising distinction to this convention. This emblem, a drawing of a town crier carrying in one hand an upturned bell and in the other a poster reading "Welcome A. B. A.," was the work of the American Bankers Association, New York office.

The large volume of "welcome" and "selling" advertising—for some of it was selling advertising—was doubtless in large measure due to the availability for use of this emblem. Shortly before the convention the New York office of the American Bankers Association, in a circular letter to advertisers, informed them that it would furnish them with a matrix of this emblem free of charge. This letter not only stimulated the use of the emblem by advertisers, but reminded many that the convention would serve as a copy theme.

Barber shops, furriers, steamship companies, accountants, department stores, specialty shops, real estate companies, office buildings, office appliance manufacturers made the convention the theme



What Henry Watterson told the Bankers' Convention in 1883

ALL who heard "Mr. Henry Watterson" that day will agree that he was more to be feared than the "Excelsior" or the "Herald Tribune." His words were full of fire and lightning, and his voice was full of thunder.

"Bring a powerful gun, and our citizens are ready," he said. "I have always been a friend to the South. A man who married with his wife, he may sometimes change his opinion, but he never loses his love, and he never loses his loyalty."

"But I am called to speak of the South. You can see for yourself how the South has done, what the South can do. If all this has been achieved without credit, and without your powerful aid, what can you achieve, what can the South and East, which have heard so much of the South, do?"

With these words, which might well be uttered if the South should take the lead of the North and South, and bring to their aid the power and the credit of the South, which are so much needed, he closed his speech.

We can repeat that "Mr. Henry Watterson" before the Bankers' Convention in 1883, that what a great change has taken place in the attitude of the South since 1883.

The "Herald Tribune" was a new South in that year, but it was the South of the past, the South of the day when a plantation was a plantation, and it was the South of the day when a plantation was a plantation. This South, then, always considered it a privilege to be associated with the South, whether in the South, or in the North, or in the West.

The Seaboard National Bank

all the banks of the South

with what a wonderful
The Seaboard Trust Company

Main Office: 100 WALL STREET
New York City

Branches:
100 WALL STREET
NEW YORK CITY
100 WALL STREET
NEW YORK CITY

HISTORIC COPY AND ILLUSTRATION FOUND FAVOR WITH THE BANKS

of their newspaper advertising. In all of these cases the advertisers used the bankers as their ostensible audience to talk to the rest of New York. There was a market of goodly proportions; of 20,000, is was said, for it was estimated that the families and

friends of the convention delegates swelled the number of visitors to the city to twice the size recorded by the list of "registered delegates."

Of the advertising copy that was addressed to the bankers but that was written for the benefit of New Yorkers, there is that of the Terminal Barber Shops. This copy read: "Visiting Bankers to the convention will find a Terminal Shop, not alone in the Commodore, which is the centre of the Uptown financial district, but also in the Equitable Building, Downtown, where the Terminal Shop serves more financial men than any other barbering establishment in the world. They will also find Terminal Shops conveniently situated in the Waldorf and Pennsylvania Hotels, and at other easily accessible points, including the famous Knickerbocker Terminal Shop, right where the Hotel Knickerbocker used to be. And whichever shop they patronize, they will find a type of service unknown in any other city in the

world, and unknown in New York outside the Terminal System."

There is another example of copy written for all New York in the advertising of the Heckscher Building, which read: "Visiting Bankers: Before you leave New York do not fail to see the most unique building in this city.

"It is the 'last word' in building construction and architectural elegance.

"If you do nothing more than stroll through the magnificent arcade you will carry away an impression never to be forgotten."

R. H. Macy & Co., department store, turned the theme into an opportunity to explain their policy of conducting a huge business. In doing this, Macy's not only gave news to bankers but also made a deep impression on New Yorkers. This is the way in which Macy copy turned the convention to its advertising advantage:

"It is fitting that 'America's leading department store' should greet the American Bankers Association, now in convention here,

\$850,000,000

¶ Represents the personal buying power of the 85,000 subscribers to THE ROTARIAN—

¶ Leading business and professional men whose personal incomes will average above \$10,000 each annually.

¶ Besides this, the interests which they represent spend untold millions each year for commercial and industrial needs.

¶ You can reach this crowd through their magazine

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

Great Britain
Thos. Stephenson

Advertising Manager

Frank R. Jennings

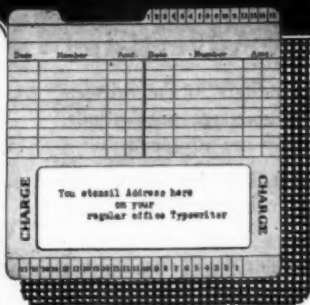
910 So. Michigan Blvd., Chicago

6 So. Charlotte St., Edinburgh, Scotland

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International

Indexing, Addressing and Follow-up Costs CUT in HALF!



HERE is further example of how this most flexible, economical and efficient of mechanical addressing systems simplifies name-writing and listing problems for

Retail Stores, Mail Order Houses, Wholesalers, Public Service Corporations, Banks, Publishers, Sales Managers, Advertising Departments, Bookkeepers, Pay Clerks, Lodge Secretaries, etc.

ELLIOTT "JUMBO" ADDRESS CARDS

(Actual size 4" x 4"—light, compact, durable)

Eliminate duplication of work. The most elaborate advertising, sales or credit records can be kept "under thumb" and plainly visible *on the same card that automatically prints a customer's or prospect's typewritten address whenever you wish!* Each of these cards is a complete, compact, one-piece index, *containing no metal*, and requiring no separate filing "tabs." Note the great quantity of data that can be entered on their smooth, tough, fibre frames. Any desired form can be printed. Both back and front can be used. Adaptability truly unlimited!

If you don't know the whole wonderful story of "Index Cards that print their own Addresses," you don't know the whole wonderful story of modern office efficiency.

Send for our Free Book "Mechanical Addressing."

THE ELLIOTT COMPANY

155 Albany Street, Cambridge, Mass.



Markets of Thirteen Million People

Adding the Racial Touch to Foreign Language Advertising

We act as advertising interpreters to the thirteen millions who read foreign language publications, yet who have American incomes to spend.

The scope of our services includes every possible factor in making foreign language advertising more effective.

A most important phase of this work is transposing English copy into idiomatic, forceful foreign language, mindful of the reader's racial traits and point of view. We shall be glad to submit specimens of this sympathetic translation as done for many of America's leading industrial houses.

Other valuable features of our service are:

- (a) unbiased counsel on foreign language publications
- (b) surveys of foreign-speaking markets
- (c) securing merchandising cooperation of publications
- (d) careful checking of insertions in each language

This service is rendered to advertisers and agencies without charge. Through the real, worth-while service that we have rendered advertisers and agencies for twenty-six years, we believe we have an interesting story to tell as to our competence. We believe that every advertiser and advertising agent who has not heard our story in detail owes it to himself to know the full particulars. May we submit further facts or have a representative call at your convenience?

ALEXANDER WOLSKY, INC.

Advertising
For All Foreign Language Newspapers

SPECIAL REPRESENTATIVES
110 West 40th Street, New York

BRYANT - 6181

"Twenty-six Years a Foreign Language Service."

The Foreign Language Field of the United States

Finnish Chinese Spanish Greek Hungarian Russian Italian Jewish

Rumanian Japanese Bohemian Slovak Czech Swedish Polish German

for the first bankers sprang from the ranks of tradesmen, generations ago.

"In the days before banks in their modern form were known, surplus funds were often left with a neighboring tradesman for safe-keeping in his strong-box or vault and he was paid for the protection he afforded.

"It was not long, however, before some shrewd tradesman observed that, although withdrawals were frequently made, fresh deposits were also made, and so a substantial balance lay constantly idle in his strong-box. When he turned this discovery to account by putting the balance to work for himself or for others, he took the first important step in the development of modern banking.

"As might be expected, tradesmen now became eager to receive money on deposit, and began to offer inducement in the form of interest. It was from such crude beginnings that the marvelously intricate system of modern banking developed.

"This bit of retrospect speaks eloquently of the exalted place the retailer has always held. No merchant of doubtful repute could have enjoyed public trust in such striking measure.

"The merchant-banker combination has survived to this day in Macy's Depositors' Account Department—a licensed bank operated under State banking laws. Its deposits of more than \$3,000,000 are impressive evidence of the confidence it enjoys.

"Owners of a Deposit Account secure all the advantages offered by a savings account in any bank, and a number of additional conveniences besides. Macy's D. A. banking hours correspond with shopping hours; that is, 9 a. m. to 5:30 p. m., every business day. Money may be deposited or withdrawn upon call by the depositor at any time during these hours. Purchases in the store may be referred to a D. A. for payment, simplifying the problem of shopping. Four per cent interest is paid on all deposits.

"And in addition, our policy of

lowest-in-the-city prices enables Macy customers to save at least six per cent on all purchases, whether made through a D. A. or for cash over the counter."

Copy such as the foregoing, however, was but a small part of

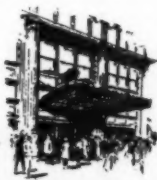
WELCOME to NEW YORK—

*Bankers and Visitors to the
Convention of the*

American Bankers' Association

During your stay in this eastern metropolis, we should be glad to have you view the vast and varied assortments of high character merchandise we now have assembled within our establishment.

Remembrance gifts may be easily chosen from the endless variety of articles we have gathered from foreign shores, and from America's own industrial centers.



Stern Brothers

West 42nd St. (Between 5th and 6th Aves.) West 42nd St.

THE STORES MADE MUCH OF GIFT
PURCHASING

the whole volume of advertising that last week was concerned with the bankers' convention. It was the banks themselves and businesses selling to banks that in large space and small space for five days hung their message of good-will, of service and of bargains on the bankers' convention theme.

Foreign banks seized the opportunity to tell of the service they are equipped to render America. China, South Africa, Italy, Great Britain and Canada were among the countries represented in the advertising. Brooklyn and Jersey City banks urged convention delegates to call and inspect their plants.

The general run of the banks' advertising was high, emphasizing the fact that financial advertising has reached a point of excellence that compels attention from the public. Of special interest were the advertisements of some of the older Manhattan establishments, which illustrated their copy with "then" and "now" drawings.

All of this advertising, which was developed as a direct result of a convention, indicates how paid publicity for special occasions may be made to serve a real purpose.

Joins Advertisers Bureau in Detroit

Edward W. Haislip, Jr., for the past six years connected with the sales and creative service departments of several commercial art studios in Detroit, has recently joined the Advertisers Bureau, also of Detroit, in a like capacity.

The C. W. Hill Printing Company, Spokane, Wash., has appointed William K. Shissler as counsel in its new direct advertising service.

Quimby Melton with Allied Newspapers

Allied Newspapers, Inc., New York, has appointed Quimby Melton as Southern manager, with headquarters in the new branch office at Atlanta, Ga.

Mr. Melton previously had been general manager of the Jacksonville *Florida Metropolis* and city editor of the Atlanta *Constitution*.

E. S. Friendly, Business Manager, New York "Herald"

Edwin S. Friendly, assistant business manager of the New York *Times*, has been made business manager of the New York *Herald*, effective October 23. Mr. Friendly had been with the *Times* for the last thirteen years and had been assistant business manager for the last nine years.

Louis Sirkey, who is now in charge of the daily local advertising department of the New York *American*, was previously with the local advertising department of the New York *Tribune*, and not manager of that department, as reported in PRINTERS' INK of last week.

The General Radio Corporation, Philadelphia, has appointed the J. H. Cross Company, Inc., advertising agency of that city, to direct the advertising of its "Geraco" products.

The KNIT GOODS GROUP

*Knitted Fabrics
& Apparel*

*The
Underwear & Hosiery
Review*

*Sweater News
and
Knitted Outerwear*

The Journals of the Knit Goods Trade

*Published monthly
by*

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

How Much of Your Michigan Sales?

Have you ever really taken the trouble to find out what proportion of your total sales in Michigan goes through the prosperous small cities?

57.8% of all Michigan's consumers live in or near these prosperous small cities—good farmers, prosperous manufacturing plants where there is little or no lay-off and labor trouble. Your sales should be in proportion. If they are not, then look to your sales and advertising plans.

And the dealers in these towns are alive. They appreciate your advertising help and will cooperate. Here's the proof:

94.84% recommend the use of the local daily paper.	2% Not one considered outside papers alone as mediums to cover their field.
15.8% suggest the use of large city dailies in conjunction with local papers.	3% were not interested one way or the other.
38.5% believe national magazines would help out if used in connection with local papers.	90.6% in stocking goods will give preference to brands advertised in their local newspapers.
2% believe magazines only should be used.	85.4% give window displays in connection with use of local daily papers.

Note particularly the percentage on those last two points. Actual statements made in writing by those fellows. We can even give their names.

Write for our Michigan Market Guide. It will help you determine whether or not you are getting what you should from this attractive field.

Michigan League of Home Dailies

Albion Evening Recorder
Big Rapids Pioneer
Cadillac Evening News
Cheboygan Daily Tribune
Coldwater Daily Reporter
Dowagiac Daily News
Ionia Sentinel Standard
Manistee News Advocate
Marshall Evening Chronicle

Monroe Evening News
Niles Daily Star Sun
Potoskey Evening News
St. Joseph Herald Press
South Haven Tribune
Sturgis Daily Journal
Three Rivers Commercial
Traverse City Record Eagle
Ypsilanti Press

H. EDMUND SCHEERER

National Advertising Representative

MARQUETTE BLDG., CHICAGO

New York Office: 30 East 42nd Street - - - - - R. R. MULLIGAN

Write Us for The Market Guide to The Michigan League of Home Dailies

"SERVICE" is elastic. You can stretch it to cover anything—even a blind brush-off for a quarter tip. Usually it is a sibilant blast of air—noise masquerading as a meaning.

This GROUP started as a SERVICE. Business came and *stayed*. We are now an Illinois corporation, rendering clients a quality of professional service all out of proportion to what they expect.

Here, Service travels in the good company of "value" and "usefulness"—as essential to a sincere organization as character is to an individual.

McCutcheon-Gerson Service ADVERTISING

64 West Randolph Street, Chicago
21 Park Row, New York

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Advertising Data Facilitate Recovery of Stolen Goods

Advertising Scores a New Point of Usefulness

A FIRM of interior decorators, national advertisers by the way, has given PRINTERS' INK the privilege of relating the following incident in which advertising paid it an unexpected profit.

The firm in question (which asked that its name be withheld) had received on consignment a very valuable silk rug of medium size. The coloring of the rug, a rich ruby, together with its high sheen, made it a very effective spot of color in the studios and it was, therefore, hung on the wall of one of the main display rooms. Several months passed and no buyer appeared.

When an inventory period came on, something over a year ago, the rug showed up as missing. After every possible trail had been run down the rug was declared A. W. O. L., the bill paid and the cost charged to Profit and Loss.

A few months ago one of the firm, while walking one evening in a distant section of the city, had his eye caught by a spot of rich color in the show-window of a bankrupt rug sale. He turned back and studied it and became convinced that it was the stolen silk rug.

The next day he and another member of the organization were out at the store as soon as it opened—to forestall anyone who might recognize the bargain offered and snatch it up. Showing the receiver a list of sizes in which they were supposedly interested they arranged to take away half a dozen items on approval, including, of course, the suspected ruby silk rug.

Bringing the rugs back to the studio with them in their own car they immediately called in all who had seen the lost rug. All were unanimous in declaring it to be the identical rug or a duplicate of it. The firm's attorney, when called in, informed them, however, that their case would be weak unless something stronger

than opinions could be submitted in court.

Careful inspection of the rug showed, as expected, that all identifying marks had been removed, but one man in the meeting called attention to the fact that the reverse side of the rug betrayed by dust markings that it had at some time been hung on a wall. Between the points where the tacks had held it suspended were scallops of dust of unequal length.

At this point an inspiration struck the member of the firm who supervised the advertising. He went into his office and returned with a file of advertising insertions. "We used a photograph of the room where that rug was hung in our advertising last year and—if I'm not mistaken—that rug was still up when the photograph was taken."

A minute's search disclosed the desired advertisement.

The rug showed up as he had hoped.

He phoned the file room for a copy of the photograph. When it arrived the rug showed up even plainer but, inasmuch as it was reproduced in about the area of a postage stamp, the identification was far from conclusive, especially since much of the pattern was lost in photographing the colors.

The possibilities of the photograph, however, were not yet exhausted. The next step was to have several successive enlargements made.

In the final enlargement it was possible to locate the heads of the tacks which held the rug suspended and measure the distance between each. The distances corresponded accurately with the dust-scallops on the back of the suspected rug. Furthermore, a mended spot in the fringe showed clearly in the enlargement.

With this evidence to support him the firm's attorney was able to go into court and without dif-

A Tiny Speck of - - - RADIUM

A TINY speck of radium has infinitely greater power than a ton of baser metal. As in countless other things, mere size means little.

The same condition frequently obtains in advertising. Because an advertisement is small, does not mean that its pulling power is slight; nor because it is big, that its value is great.



We believe that the test of an advertising agency is not what it has accomplished through the use of unlimited space, but what it can achieve with a limited advertising appropriation.

Stanley E. Gunnison, Inc.

MERCHANDISING
ADVERTISING

Hudson Terminal Building

Tel. 5191 Cort. 30 Church St. N. Y.

in Washington

But -

in New Orleans
it's the
Item

faculty replivin the stolen property.

It is not stated whether the sum recovered from "Loss" was added to the firm's advertising budget or otherwise credited to advertising, but the whole incident is merely another example of the truth known so well by every experienced advertising man—that you can never prophesy in advance what will be the profitable incidental results and by-products of an advertising policy.

Starts 26th Year of Reading "Printers' Ink"

HAWLEY ADVERTISING COMPANY,
INCORPORATED
New York, Sept. 29, 1922.

Editor of PRINTERS' INK:

I started reading PRINTERS' INK twenty-five years ago this week, when I first started soliciting advertising for the New York Evening Post. My old chief, Edward Payson Call, advised me to read PRINTERS' INK. He told me it would help me to understand advertising work.

A few weeks later I ran into a paragraph in PRINTERS' INK that made an indelible impression. I have forgotten whether it was written by Jones of the Schoolmaster. Anyway, he was taking a good healthy wallop at some current shirt advertising. He complained that the advertiser told him nothing about the shirts and too much about his trade-mark. In about these words he said: "If that shirt man would promise me a shirt that had a neck band that didn't scratch, buttonholes that wouldn't ravel out in a few washings and sleeves the right length for my arms—not long enough for a gorilla—he could sell more shirts."

Having been stung with some "gorilla" length sleeves myself a few weeks before, I felt grateful to the PRINTERS' INK critic.

There are a lot of fine trade papers published which are closely read by their subscribers, but I doubt if many of them can match PRINTERS' INK's reputation as an authority in the business or profession they try to cover. And the best part of it is that PRINTERS' INK's good-will is sought by newspaper publishers, magazine publishers, billboard men, car-card men, direct-mail men and specialty men, by big agents and little agents, by radicals and by conservatives.

Can any other journal match it?

HAWLEY ADVERTISING COMPANY,
JOHN H. HAWLEY,
President.

Joins Chicago Staff of Los Angeles Paper

L. W. Kerney, Jr., formerly Western manager of Stevens & Baumann, New York publishers' representatives, has joined the business staff of the Los Angeles Examiner. He will make his headquarters at Chicago.

Our Service Relieves the Advertising Agency of a Threefold Responsibility

In handling national advertising for foreign language publications, we assume the responsibility to the Advertising Agency for the correct interpretation of the advertising copy in some thirty different languages; we share the Agency's responsibility to the Advertiser for the proper selection of media, and shoulder the responsibility to the Publisher for the mechanical and business sides of each campaign.

That our idea of service is correct and that our co-operation is effective is perhaps proved by the fact that we have been gaining new clients every year and are holding our old ones.

We welcome inquiries from Advertising Agencies

H. L. Winer Special Agency

Publishers' Representatives

LEADING AMERICAN FOREIGN-LANGUAGE NEWSPAPERS

Tribune Building, New York, N. Y.

13,712,754 Foreign Born People in U. S.

(12,498,720—21 years of age and over)

A "Lost" Advertisement in the

Boston Evening Transcript

Gives a Line on the Responsiveness
and Reliability of Its Readers

STANLEY MOTOR CARRIAGE COMPANY

NEWTON, MASSACHUSETTS

"Transcript",
Boston, Mass.

Sept. 21, 1922.

Gentlemen:

I am enclosing my check for \$3.00. Please don't send receipt. Don't think I ever saw a bill for this item. Anyway, we are quite ready to pay it, and to testify for the result you bring.

In response to this ad asking for one choker, my daughter was offered three and got two. First, somebody telephoned and got our street address and sent the choker out -- the one which had been lost; next, someone else telephoned and got another member of my family who did not know that the choker had been returned. So the stranger brought the choker out and left it with the maid who answered the door, and dashed off without leaving her name and address. The next day someone else tried to give us a choker, but this one we managed to head off.

My daughter is now thinking of advertising for a diamond tiara or a sealskin coat.

Faithfully yours,

Prescott Warner
Vice President.

CHAS. H. EDDY CO.

National Advertising Representatives

Chicago

NEW YORK

Boston

The Transcript's gain in National advertising to
Oct. 1 of 1922 was 29%—the greatest in Boston

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"300 Turnovers-a-Year" Wins Dealers

(Continued from page 80)

"If the campaign does this, it will accomplish all that we hope and expect."

It is one thing to sell the consumer on an article like bread and it is quite another to sell the dealer. Bread, as it has already been pointed out, is not merely bread to the consumer. It is baker's bread or home-made bread. To the retail grocer bread is simply bread, and very simply at that.

Bread is sold in groceries, delicatessen stores, department stores, some markets and in local bakeries. The corner grocer far outnumbered the others, however, for he is the rock upon which the big baking company with an advertised brand of bread to sell is apt to strand.

Say "bread" to a retail grocer in almost any city and note what happens. Ever since he went into business his only thought about bread has been that he could be fairly happy without it. Every city has a number of advertised brands and a number of unadvertised brands. Get a grocer excited about profit in bread? It would be easier to make a mouse attack an owl!

The salesman who goes into a grocery store to sell bread is not able to say much that the grocer has not heard before. He may listen to a man with a new food product to introduce, particularly if the salesman has an interesting demonstration. But what can a bread salesman say that will be new and startling?

Almost every baker of bread when he comes to the grocer to introduce his bread tells him that the way to make money on bread is to throw out all other brands and concentrate on one. Most grocers handle from six to eight different brands, some more, some less. Why has none of them followed the advice to concentrate on one brand? Because in the grocer's experience the argument



THE GREATEST FORCE

known for the stimulation of sales in any business is Advertising.

IF your goods or services appeal to the highest class in the British Empire,

"PUNCH"

has been abundantly proved to be the best medium through which to apply this stimulant to your business.

Most of the advertising space for the remaining months of 1922 is sold, and series orders are now coming in rapidly for the weekly issues of 1923.

Rates and full particulars from

MARION JEAN LYON
Advertisement Manager "PUNCH"
10 Boulevard des Capucines, London, E.C. 4
England



THE DISCOVERY OF ENGLAND

There was once an idea that England was old-fashioned and out-of-date. It was a curious fiction.

It did not tally with the great history of English commercial and industrial development, with her position in the world of art and letters, with her achievement in political science.

American business men have learned that the English are quick-witted and thorough. America has discovered the real England.

American business wants new markets. England offers sound finance, industrial enterprise, a big and intelligent population.

The columns of the "Daily Express" are the best business introduction to the English market.

It has daily net sales of more than one million copies.

Write me.

R. WORTLEY DODD,
Advertisement Manager,
"DAILY EXPRESS"
116 Fleet St., London

does not match up with consumer demand. To eliminate all brands but one would eliminate a lot of bread customers.

The General Baking Company reasoned from the consumer to the dealer. First, there are two or three different kinds of consumer, the user of baker's bread, the home baker and the consumer who is both. The contest for home bakers would create a new market. In addition to that the contest would attract the attention of the old market. When the Bond Bread salesman called on the grocer he did not begin with the argument "concentrate on one brand." He could say instead:

"See what this contest is going to do. Many home bakers now will buy Bond Bread. Apply that to the customers of your store. If one-half or one-third of your customers buy bread from you now, then the others must bake it at home or buy from wagon-men. Some of that group are going to use Bond Bread. Our contest proves it. Put in Bond Bread and see what happens."

But profit is the big retail stumbling block. As a rule, home-made bread is made of better stuff than baker's bread; at least that is the testimony of women who bake their own; so the General Baking Company took this argument at its face value and built their case on it. They said to the grocer:

"See here, most people like home-made bread. If it did not take so much trouble to bake it, and if women weren't uncertain about getting good bread every time most families would have it. So we are going to make Bond Bread as good as home-made."

The grocer laughed and said: "There is nothing to that. People like to be fooled. They like a big, soft, fluffy loaf that looks like a lot for their money. Home-made bread is close-knit and compact. It would not sell. Besides, if you make a loaf of bread as good as home-made it will cost you so much you can't make any money."

Distinction and Authority

C. EVERETT JOHNSON

Bertsch & Cooper, Chicago, Ill.

"One phase of your publication has appealed to my personal interests which are all artistic. The superb reproductions of paintings which embellish each issue would be to me well worth the subscription price. Throughout the book you have achieved an air of distinction and authority which though apparently intangible is a very real and definite objective and one seldom attained."

REX W. WADMAN

Rexmoor, Oradell, New Jersey

"I have always considered your magazine as one of the best illustrated, best printed and best edited magazines, but if you keep up the pace set for yourself by the January 1st issue, you place yourself outside of the 'best' field and enter a class occupied only by yourselves."

FRED M. LEARMONTH

Mappin & Webb, Ltd., Montreal, Canada

"I certainly have to congratulate you on its appearance. It shows the highest standard of workmanship and finish and it gives me pleasure to read it from cover to cover."

In volume of travel, hotel and resort advertising
TOWN & COUNTRY has led all
other magazines for many years.

Town & Country

8 WEST 40TH STREET • NEW YORK

CHICAGO: Wrigley Building
BOSTON: 127 Federal Street

LONDON: 20 Maddox Street
PARIS: 60 Rue Caumartin

Where Folks Work Together

WHEN 197,000 persons sat on a hillside in Forest Park back in 1914 and viewed the Pageant and Masque of St. Louis, enacted by 5,000 of their fellow townsmen, the people of St. Louis learned to do things with unity. Out of this notable spectacle a new vision of the future was unfolded. The new spirit of St. Louis asserted itself.

Nationally, the same unity of action put over the Liberty Loan campaigns and other war activities. St. Louis has put this concerted effort and collective enthusiasm to work for the community's progress.

The St. Louis Municipal Open-Air Theater was among the first of these great civic projects. Then followed the annual season of municipal opera; the St. Louis Fashion Show; the greater St. Louis Zoo; and now a \$76,000,000 bond issue campaign for general civic improvements.

The New Spirit

This new spirit directed toward the city's commercial aspects brought forth municipal docks to facilitate water traffic to the ports of the world; a package-car system of fast freight delivery service from St. Louis; and a rearrangement now under way of St. Louis' 26 railroads and terminal facilities, increasing the already distinctive advantages of this big market.

These are some of the ways in which St. Louis is helping its industries and commercial houses to get and hold business. St. Louisans are working together.

St. Louis is a good city to live in, work in and play in.

*Send for our free illustrated booklet
"Industrial St. Louis." It will interest you.*

ST. LOUIS CHAMBER of COMMERCE
ST. LOUIS, U. S. A.

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"Our answer to that," said the company, "is advertising and volume of business. Bond Bread is made of the same ingredients a woman uses in her kitchen—the best flour, the purest lard, the snowiest granulated sugar, the purest milk, salt, compressed yeast. And it is a large loaf. We found it possible to produce 10,000 large loaves with practically the same heat, light and overhead expense, as it costs to produce 10,000 small loaves."

"Yes, but where do I come in?" asked the grocer. "I make only a cent or so on each loaf."

"True," replied the company, "but profit is not the margin on a single sale but the rate of turnover. You have in your store about \$10,000 worth of goods. Suppose you sell this out five times during the year. Your sales would be \$50,000. If your cost of doing business is 25 per cent it would amount to \$12,500.

"Now suppose you were able to turn over your stock ten times a year instead of five, your yearly sales would amount to \$100,000 instead of \$50,000, while your expenses for heat, light, rent, payroll and other items would not increase very much. The result would be a profit of about 5 per cent on your first \$50,000 worth of business and a possible profit of 20 per cent on the additional \$50,000 worth of business.

"Imagine what your sales would be, if you were able to turn your stock of \$10,000 not only ten times a year but 300 times. That would mean \$3,000,000 worth of business a year. That may sound absurd, but the thing that is not absurd is that you will actually turn over your stock of Bond Bread 300 times a year.

"You have probably never thought of bread as a profit-maker or a business-builder. If you sold no more than ten loaves of Bond Bread a day, you would make ten cents a day, or \$30 a year. That is not losing money. But we expect you to sell at least 100 loaves a day and to make \$300 profit a year on it."

At this point the Bond Bread salesman is able to tell the grocer

of the General Baking Company's plan of organization, its policy of establishing plants in various cities, the local advertising in newspapers, street cars, outside display signs and posters, all based

Does flour vary in price?

—The answer to above question will appear in this space tomorrow.

Yesterday's Question: Can flour be really tested?

The Answer: Yes—The hundreds of thousands of barrels used in Bond Bread are all subjected to four real tests so as to insure that every pound is worthy of its use in Bond Bread.

Bond Bread

INGREDIENTS GUARANTEED

BY THE GENERAL BAKING COMPANY

HOW NEWSPAPERS AID IN EFFORT TO MAKE
KNOWN THE MEANING OF THE GUARANTEE

on the contest, and the pledge, or "bond," to keep faith on the quality of the product.

Right here is where the advertising in national magazines is expected to exert a powerful influence. Grocers have been told before that a brand of bread is going to be advertised, that it is going to be permanent in quality, that the demand will grow and that business will increase. The company looks to the national campaign to help grocers decide the question of bread leadership, to remove the age-old doubt of the grocer as to whether any brand of bread will ever be permanent, and to create confidence in the product and encourage him to push it.

The General Baking Company not only advertises to the public but to itself. A house magazine

—these national advertisers—

are a few of the Radiator's clients who realized that an exclusively California trade journal with an individual appeal was necessary if they expected to cultivate and secure business from the best class of AUTOMOTIVE TRADE in California.

General Electric Co.
Sparks Withington Co.
McQuay Norris Mfg. Co.
Tidewater Oil Sales Corp.
Brunner Mfg. Co.
American Chain Co.
Bausch & Lomb Optical Co.
Raybestos Company
Milwaukee Motor Products, Inc.
Jenkins Vulcan Spring Co.
No Leak-O Piston Ring Co.
The Pure Oil Company
Curtis Pneumatic Machinery Co.
Gould Battery Company

Motor car, accessory, specialty and tool manufacturers who wish to reach the best California dealers would do well to consider an exclusively California trade journal. The Radiator is the official organ of the largest automobile trade association in the United States and has 100% trade circulation with 85% coverage of the entire desirable automobile trade.

Detailed Information and Rate Card on Request

THE RADIATOR

407 Pacific Bldg.
OAKLAND, CALIFORNIA

New York
GEORGE J. CALLAHAN
240 Broadway
Barclay 1363

Advertising Is No Better Than the Journal Behind It

of thirty-six pages, called "Our Bond," is issued monthly. It goes to every member of the organization and contains news of plant activities in all parts of the country and features the accomplishments of its salesmen and inside men.

A special bulletin has been issued about the national magazine campaign. The first page bears this caption, "What will the Bond Bread salesman do with this new achievement?" The scope and purpose of the campaign is described in full and salesmen are urged to merchandise it to their dealers. Referring to the company's policy on the establishment of new plants, the bulletin says:

"New Bond Bread plants will be established as fast as possible. The only obstacles against starting new plants in rapid succession are:

"First, the limitation of time. We must not make haste too quickly if haste, in any way, requires the sacrifice of Bond Bread quality in the plants where it is now made.

"The second limitation is that of men. The policy of the company is to promote its own employees rather than to add outsiders. No new plant can be established without a manager, without a sales manager, without the right kind of a superintendent and foreman. Therefore, new plants cannot be built any faster than these executives develop out of the ranks of our present organization."

The "idea" back of this national campaign, therefore, seems to have been quite logically developed. First, the bread user is asked to say what kind of bread she likes best. Second, the company makes it and "guarantees" it to be what the consumer specifies. Third, the dealer is shown how to make a success of selling it. Fourth, the company builds its organization from the inside out. Fifth, local advertising is used intensively in the territory of each plant to keep consumer, dealer and company salesmen sold on one another and the product. Sixth, national advertising makes the



The Million Dollar Printing Plant

Responsibility

The National Capital Press has a recognized standing that warrants fulfillment of every obligation assumed.

There are no charges other than those agreed upon. Our word is our bond.

We have the largest buyers of fine printing as permanent patrons.

We offer you special service and the highest quality of printing, backed by agreement with a responsible firm and a reputation earned by twelve years of steadily growing business.

NATIONAL CAPITAL PRESS

Not too large to do a small job well

*Illustrated magazines, fine
catalogs and advertising
matter in one or more colors*

1210-1212 D STREET N. W., WASHINGTON, D. C.

America's
foremost
writer of
fiction



SHERWOOD ANDERSON

Winner of
The Dial's
\$2,000
award for
1922

MANY MARRIAGES

a new novel by

Sherwood Anderson

is being published in the
October to March issues of

THE DIAL

SHERWOOD ANDERSON is the most important and interesting figure in contemporary American letters. *Many Marriages* surpasses anything he has previously written and will undoubtedly be the literary sensation of the coming season. Mr Anderson was voted one of our three leading writers by America's literary critics in a poll recently taken by *Literary Digest*.

THE DIAL

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New York City

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whole country receptive to the idea and creates consumer acceptance in advance of the product while it increases demand in the centres of population already covered by the company's distributing machinery.

The sales department of the company has adopted a slogan for sales effort this year—"22 in 22." It means a 22 per cent increase over last year for 1922. At the rate sales have been running so far, "22 in 22" will be realized.

Coca-Cola Earnings May Pass Seven Millions

The Coca-Cola Co., enjoying about four or five per cent of the total sales volume of all soft drinks sold in the United States, is expected to earn about \$7,500,000 this year. This estimate includes allowances for depreciation, taxes and preferred dividends. Profits per gallon, which were 17.4 cents in 1921 and 13.1 cents in 1920, are likely to show an increase this year.

The net tangible assets of the company, as of December 31, 1921, excluding \$24,966,230 for formulas, trademarks and good-will, were \$6,875,940.

Plans for expansion are being made. It is reported that the company will put three new syrup factories into operation in Canada.

Only a relatively small working capital is maintained by the Coca-Cola Company. The reason for this condition has been ascribed to the fact it turns over its inventory once a month.

Buzzell & Fox, a Detroit Agency

Jonathan J. Buzzell and Harry Vincent Fox have formed an advertising agency at Detroit under the name of Buzzell & Fox. The new firm will continue the advertising agency business established two and a half years ago by Mr. Buzzell. Mr. Buzzell was for several years connected with General Motors Corporation as advertising manager of the motor equipment divisions, including the Hyatt Roller Bearing Co., Klaxon Co., Remy Electric Co., Harrison Radiator Co., Jaxon and Lancaster Steel Products Co. Mr. Fox was formerly treasurer of the J. H. Cross Co., Inc., advertising agency, Philadelphia, and for the past three years has been treasurer and sales manager of the Parkinson Co., Ltd., of Detroit.

Los Angeles Agency Appoints Vice-President

C. W. Culpepper, who has been conducting a service agency in Los Angeles, has been appointed vice-president of Bates, Harrison & Jones, Inc., an advertising agency of that city.

What to Do in Advertising, and When, How, and Where to Do It



136 Liberty St., New York
Phone Rector 7880-1-2
Cable Address "Flailad"

The Aim of Advertising

The largest and most responsive market for the cost is what national advertisers are finding in this magazine.

Proof for the asking.

Women readership; large families; the huge Catholic institution trade; immense secondary circulation; high-est human appeal.

300,000

GUARANTEED

(No Canvassers Employed)

Messenger of the Sacred Heart

"Heart and Soul Appeal"

154 Nassau St., New York, N. Y.
1208-105 W. Monroe St.
Chicago, Ill.

THE BILLBOARD

The Actors' Great Trade Paper

In The Billboard, the ads are news.

The paper is bought as much for its ads as it is for its news.

Its readers scan every ad in every issue very closely.

That is one reason why it is such a great advertising medium.

Our solicitors will tell you of others—several others—if you are interested.

Member A.B.C.

THE BILLBOARD
PUBLISHING COMPANY

NEW YORK	CHICAGO
1493 Broadway	35 So. Dearborn
Bryant 8470	Central 8480

Sales & Advertising Executives A NEW OUTLET FOR YOUR GOODS

Millions of Dollars Worth of
Goods Are Being Sold to Co-
operative Stores.

**90% OF THESE STORES BUY
BY MAIL AND PAY CASH!
HAVE YOU OVERLOOKED
THIS OPPORTUNITY?**

We have just published for the first time THE DIRECTORY OF CO-OPERATIVE STORES IN THE U. S. who buy large quantities of General Merchandise, Luxuries, Specialties, Food-stuffs, etc. Each Store BUYS FOR THOUSANDS OF FAMILIES, placing large wholesale orders.

Over 1,000,000 families located in cities and towns BUY EXCLUSIVELY thru 3,000 Co-operative Stores listed in THE DIRECTORY.

To every Executive this DIRECTORY is indispensable, and in order to provide quick distribution we have made the price exceedingly attractive—only \$10.00.

Terms: Cash With Order or We Will Ship C.O.D.

Due to the demand for this much-wanted DIRECTORY, it is advisable to ORDER NOW, or send for further detailed particulars.

INTERSTATE DIRECTORY CO.
500-5th Avenue New York, N. Y.

Advertising Pacific Coast Land Bank Bonds

FIRST SECURITIES COMPANY
Owned by the stockholders of
THE FIRST NATIONAL BANK OF
LOS ANGELES AND THE
LOS ANGELES TRUST & SAVINGS BANK
LOS ANGELES, Sept. 22, 1922.

Editor of PRINTERS' INK:

On the date of publication of your issue of August 31, containing the article on advertising for Joint Stock Land Bank Bonds, we were in the midst of such an educational campaign. On August 30 a syndicate of Pacific Coast bond houses and banks offered \$2,000,000 Pacific Coast Joint Stock Land Banks 5 per cent Bonds. The syndicate advertisement of the offering date was then followed by an educational series discussing the elements of strength peculiar to this rather new type of bond. The campaign was paid for by the underwriting syndicate.

Each advertisement of the series occupied 52 inches—large space being used to compel attention. The campaign was directed to inform bond men and bankers as well as investors, and discussed the three strong features of these bonds, viz: (1) the banking interests which are allied with the Pacific Coast Joint Stock Land Banks representing aggregate resources of over Five Hundred Million Dollars; (2) Federal influence and supervision, and (3) the first mortgage security underlying the bonds.

The first announcement advertisement of the syndicate appeared in twenty newspapers of the West and Chicago and New York, while the syndicate series following ran in selected newspapers of Los Angeles, Portland, San Francisco and Salt Lake City.

The campaign was successful and has spread a volume of accurate information about a type of bond which is not properly understood nor adequately valued by investors. The bond is given the highest rating by standard investment authorities, and it is evident to us that with repeated educational campaigns such as this one, that the bonds will become increasingly popular for conservative investment.

FIRST SECURITIES COMPANY

KENNETH M. PAYNE.

Selling the Parents Twice on Shoes

An appeal to the pride of parents which at the same time interests them in economy is contained in the Columbus, O., newspaper advertising of the Endicott-Johnson Co. Alongside a cut which pictures a boy strenuously at play, the text reads: "Two pairs at once, save boys' shoe expenses. After a hard day your boy's shoes need a rest just as he does. That's why two pairs worn alternately last more than twice as long as a single pair worn day in and day out. Fit your boy out in E-J's. Light leather Scouts for every day and a pair of dress shoes for special occasions—you'll not only save money but your boy's feet will look far neater."

Electrical Record

PUBLISHED MONTHLY BY

THE GAGE PUBLISHING CO., INC.

ESTABLISHED 1892

461 Eighth Avenue
NEW YORK, N. Y.

October 1, 1922.

TO THE TRADE:

It has always been a policy of **ELECTRICAL RECORD** not to accept knowingly advertising for foreign-made electrical goods which compete with the products of American manufacturers.

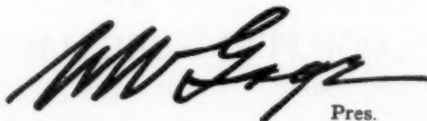
Occasionally such advertisements have crept in but were never continued once we learned the true character of the product.

No matter what the policy of other publications may be in the electrical field, we do not believe it is fair to American manufacturers to place opposite their advertised product the advertisement of any concern which handles a product made in a foreign country where labor is cheap and when it is universally known that such product in no way compares either in quality or service to the American. This is especially true with respect to Radio and Household Electrical Appliances. Neither the interests of the consuming public nor the American manufacturer are protected by such advertising.

We are appreciative of the support given by American manufacturers to the **ELECTRICAL RECORD** over a period of 30 years, and it is our desire to continue to merit this support. We do not believe we can do so by promoting the sale of foreign-made appliances through the medium of our advertising columns.

The revenue we might derive from such advertising, while considerable, is insignificant in comparison to that good will of American electrical manufacturers whose confidence we always hope to retain.

Very truly yours,

THE GAGE PUBLISHING CO., INC.

Pres.

NWG/GR

Better Homes Week

and

G F S

Are so closely related that they are practically one.

G F S stands for Good Furniture Service, which is being broadcasted this week in upwards of one thousand newspapers, by special arrangement with the American Homes Bureau.

This service is exclusively produced by Good Furniture Magazine, since 1914, Pioneer of the Better Homes Movement and leading business magazine to the Home Furnishing Industry.

GOOD FURNITURE MAGAZINE.

NEW YORK

GRAND RAPIDS

CHICAGO

How Advertising Has Developed with Distribution

By C. E. Raymond

IN the old days—the 80's and early 90's—the United States had hardly turned from its primary character as an agricultural community into a manufacturing and financial commonwealth, with agriculture as only an important feature.

The niceties of life were still to be discovered—for instance, such a thing as a manicure was unheard of and hair-dressing parlors were few and far between and only patronized by the very wealthy. Then, arriving at some degree of wealth, people started thinking of spending money to improve their appearance, and the manufacture of all kinds of toilet articles began to make rapid progress.

The country might be described as a vacuum, so far as the existence of the present-day toilet requisites is concerned, and the simplest advertising and distribution methods were more than sufficient to produce most satisfactory results. In many cases people who started in to fill this increasing want found it impossible to meet the demands.

Prior to this period the most extensively advertised products had been patent medicines, remedies for all of the ills that man is heir to. These were advertised mainly through the dailies and found ready sale. Distribution was comparatively simple. The person who read the advertisement asked his druggist or general storekeeper for the goods, the storekeeper put it on his order which went to the wholesaler, and the wholesaler, when he received enough demands for a new article, bought it in gross lots and distributed it. The patent medicine manufacturer sometimes went to the wholesaler and endeavored to stock him with goods either be-

fore or after the advertising had started. Many times he did not even need to take the pains to do this.

When the patent medicine man began to find a good deal of competition, the toilet requisite came into its own. Many medicines were offered for the same disease and distribution had slowed perceptibly. It was no doubt a natural turn for the manufacturer who had been trying to make the people well, to want to make them beautiful.

Of course such conditions do not obtain at all today. Nowadays when the manufacturer of almost any article of human use, be it a necessity, a labor-saving device, or a beautifier of some sort, opens his commercial eyes, he finds that the market is already stocked with a large number of high-class articles designed to render the service which he proposes. He also finds that a very marked advance in the science of advertising has occurred.

In addition to having his article compete with others already occupying the field and well entrenched, a manufacturer must now undertake his advertising or the presentation of his story to the public in a scientific manner if he is to have the slightest chance of success. He must have the most accurate and minute information as to the competitive articles on the market, their relative standing and the extent of their distribution. He must also know whether there is any peculiar or particular characteristic of his own product which can be emphasized in such a way as to give it a fighting chance for public recognition. Having all these factors at his command he has the usual advertising problem to solve as to when and where and in what manner to present his claim for recognition.

While the job set for advertising today in the case of toilet articles as well as items of larger unit value is so much more difficult, advertising in general is just beginning to be lifted up from the old patent medicine level and producers to realize that new

SALESMAN WANTED

Who can sell direct-by-mail advertising to the sales executives of manufacturing concerns.

Preferably a man between 30 and 40, who is thorough, a hard worker and knows the elements of merchandising. He may now be a salesman of printing or advertising, or an account executive, or an advertising man. If you have confidence in yourself, we want to hear from you.

We produce campaigns complete, from idea to mail-sack, with complete printing facilities. The opportunity we have to offer you is an unusual one. If this interests you, write us about yourself in detail. Location, Middle West. Address "E. F.," Box 25, care of Printers' Ink.

Your Problems!

Turn Me Loose On Them

Confidential free-lance investigations for merchandising, manufacturing and advertising executives. Qualified by years of experience to give intelligent, tactful and efficient service.

I am not offering advisory service, nor will I undertake to decide anything for you; but if the information necessary to your own solution of your own problem is humanly obtainable—I'll get it for you. I've been trained in the school of "don't-come-back-without-it."

Located within six hours of fifty million people. Will go anywhere. Reasonable fee and expenses. References. Address "A," Box 20, Printers' Ink.

methods are necessary to their success.

An example of the crowded conditions prevailing in the markets today is afforded by a study which was made recently of the market for corn remedies. Not including private brands of retail druggists, the names of 270 corn remedies are listed in the report. There are, in addition to these, a considerable number which are not included.

Of the 270, three advertised brands dominate the market and represent 60 per cent of the sales, according to figures given by retail druggists in Chicago and four smaller cities in the Chicago trade territory.

Each of the three leading remedies averages one-fifth of the total market—more than 130 times as much as the average for each of the remaining 267 (assuming that they secure the other 40 per cent.) However, the countless number of private brands get a considerable part of this 40 per cent, so that the average sales of the three well-known brands would be much more than 130 times the average sales of the other listed remedies.

Minneapolis Advertising Service Reorganizes

Schick-Burgess, Inc., a direct advertising service of Minneapolis, Minn., has been reorganized and its name changed to Burgess-Brooke, Inc. Merrill C. Burgess, vice-president of Schick-Burgess, Inc., for the last three years, is president of the new organization and Truman G. Brooke, formerly advertising counsel of the Bureau of Engraving, is vice-president. Mr. Brooke previously had been advertising manager of the Minneapolis Paper Company and was at one time with the *Northwest Farmstead*. Gilbert I. Beckwith is secretary-treasurer, in charge of the production department.

August Newsprint Production

The August production of newsprint in American mills was 133,236 tons, compared with 102,277 tons in August, 1921, and 128,818 in August, 1920. Figures show that this country is producing more than three per cent margin over the 1920 production when mills were working under stress to supply the large demand.

The production for eight months to August 31 last was 944,217 tons, against 811,972 for that period in 1921 and 1,018,295 in 1920.

JOSEPH E. AUSTRIAN'S

DIGEST

OF

BUSINESS STATISTICS

A Comprehensive, Concise and Practical Compilation Specially Prepared for the use of

SALES AND ADVERTISING EXECUTIVES

*Based on the Findings of the Census of 1920
and on Data Derived from other Authori-
tative Sources, with Maps and Diagrams*

THIS "DIGEST" was specially prepared for sales and advertising executives, although it will prove valuable to business executives generally.

It discloses the latest authoritative data relative to the population, its distribution, composition, characteristics and purchasing power expressed through a series of co-ordinate tables which contain the necessary material for the proper selection of markets and for the formulation of selling and advertising plans.

The "Digest" is different from any other publication in its scope, arrangement and manner of presentation. It embodies many original compilations and amplifications, and much of the wealth of information it contains is not elsewhere obtainable.

The population of the United States is classified from every viewpoint. Every state is analyzed separately. Cities, towns and villages are enumerated in twelve groups of specified size, giving county, population and increase (or decrease) 1910-1920.

In addition to population figures, important data on selected subjects pertinent thereto are presented. These include:—Cities and their Metropolitan Districts, Age of the Population, Dwellings, Families, Homes, Citizenship, School Attendance, Illiteracy, Foreign-born White Population, Whites, Negroes, Males, Females, Agriculture, Manufacturing Industries, Public Rural Roads, Railroads, Electric Railways, Post Offices, Rural Routes, Telephones, Newspapers and Periodicals, Religious Bodies, Internal Revenue, Personal Income, Selected Classes of Retail and Wholesale Dealers, and many other subjects of vital importance.

103 pages, 10 $\frac{1}{2}$ x 13, 35 tables, 9 maps, 5 diagrams, printed on heavy buff ledger paper, flexible leather binding. Constructed in the most durable manner to withstand hard and constant usage.

\$25.00 net per copy, postpaid

(Will send the Digest for ten days' examination. Within that time send me check for \$25 or return it by parcel post, insured.)

JOSEPH E. AUSTRIAN
Publisher

49 Saint Nicholas Terrace
New York, N. Y.

PARTIAL list of dominant business institutions using one or more copies of the "Digest" in their sales and advertising operations.

Aeolian Company
American Magazine
American Tel. & Tel. Co.
American Thread Co.
Associated First National
Pictures, Inc.
Barton, Durstine & Osborn
Batten Co., Inc., George
Berrien Co., Inc.
Borgfeldt & Co., Geo.
Burton Brothers & Co.
Butterfield & Co., Fred
Calkins & Holden, Inc.
Cheney Brothers
Collier's
Converse & Company
Corticelli Silk Company
Crowell Publishing Co.
Cusack Co., Thos.
Dick Company, A. R.
Dyer Company, George L.
Erlanger, Blumgart & Co.
Edmond Mills
Farm & Fireside
Federal Adv. Agency, Inc.
Fidelity & Casualty Co.
Field & Co., Marshall
Flintkote Company, Inc.
Fox Film Corporation
Frank & Company, Albert
Funk & Wagnalls Co.
Gardiner & Wells Co., Inc.
General Electric Co.
Gould Company, M. P.
Gude Co., O. J.
Hollwig Company, E. W.
Home Insurance Co.
James Advertising Service
Keystone Tire & Rub. Co.
Kleinert Rubber Co., I. B.
Kohns Co.
Lecan Adv. Agency, H. E.
Lever Bros. Co.
Liggett & Myers Tob. Co.
Literary Digest
McCann Company, H. K.
Marketing Service Corp.
Mentor, The
Metro Pictures Corp.
Michaels Co., Harry C.
Musical Courier Co., Inc.
National Cloak & Suit Co.
National Lead Company
Newell-Emmett Co., Inc.
New York Merchandise Co.
New York Rubber Co., Inc.
Nordheim Co., Ivan B.
Nullife Co.
Oxford University Press
Pathe Exchange, Inc.
Pekham-Foreman, Inc.
Penney Co., Inc., J. C.
Phillips-Jones Corporation
Physical Culture Pub. Co.
Pioneer Storage Warehouse
Postor Adv. Co., Inc.
Preferred Accident Ins. Co.
Presbrey Co., Frank
Remington Typewriter Co.
Richards Co., Inc., Joseph
Rosenthal Co., A. S.
Royal Insurance Co., Ltd.
Schinasi Brothers, Inc.
Seaman, Inc., Frank
Salznick Pictures Corp.
Street Railways Adv. Co.
Sweet-Orr & Co., Inc.
Titus Blatter & Co.
Union Bag & Paper Corp.
United Adv. Agency
U. S. Mort. & Trust Co.
Valentine & Co.
Verran Company, H. E.
Voss & Stern
Vredenberg-Kennedy Co.
Wahl Company
Woman's Home Compan'y

Large Enough

to have a competent organization and adequate facilities.

Small Enough

to give concentrated personal attention to each client's specific requirements including the details so often neglected.

Old Enough

to have the necessary knowledge, experience and understanding.

Young Enough

to handle each problem with enthusiasm, energy and a capacity for hard work.

We shall be glad to tell you in detail just how our service might be applied to your needs.

JOHN CURTISS COMPANY INC.

ADVERTISING AGENTS

1476 Broadway, New York
Telephone, Bryant 6155.

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A Fiction Writer's Advice to Ad- vertisers

(Continued from page 6)

and get plans from them, trying to choose the best. Of course I suppose that authors are sometimes in competition, too, without knowing it—that editors reject stories because they have others they like better. But the point I make is that authors are never lined up, as advertising agencies so often are, like runners, five or six abreast, trying to beat each other over the same course.

If when I sat down to write a story I knew that Tarkington, and Harry Leon Wilson, and Wallace Irwin and Hugh McNair Kahler were competing with me on the same theme, I think the strain would be too much for me. In such a situation I believe my work would suffer, and I have wondered whether that may not be true in advertising competitions also—whether the strain, and the desire to "sell" the advertiser, does not sometimes tend to mar the copy. If I were an advertising agent, and could possibly get myself into a position sufficiently strong to do so, I think I should refuse to enter competitions—precisely as, in my present line of effort, I refuse to enter them.

Advertising copy will naturally improve in ratio with the amount of high literary talent, knowledge and craftsmanship applied to the writing of it. Just as a great many men who might become teachers and professors go into business because the rewards are greater, so men who can write articles and stories for the magazines prefer, almost always, to do that thing. Not only are they paid more liberally for their efforts, but they achieve a certain reputation and enjoy the infinite blessing of being free to travel about, working when and where they please.

Few advertisers would pay for a series of advertisements as much

Sales Manager

Available November 1st

If you are looking for a man who has a clear, comprehensive knowledge of business, manufacturing costs, etc., and not looking for a soft spot, not afraid to go into the field and show the other fellow it can be done, a good organizer, one who has a good, clean record for doing, a hard worker and a man with a definite purpose in life, it would be to your mutual advantage to meet him.

He is a six-footer, married, 34 years old, and of Scotch-Irish parentage. Has had 12 years' intensive training under several of the best men of their kind in the country. At present is merchandising an article which is a household byword, sold through Department, Hardware, Grocery and Variety stores, etc., by intensive work this business has been increased 100% in the last 10 months in the face of stiff competition, an increase of 25% in the Wholesale Price. Immediate money would not be as attractive as the opportunity to make money on a salary and percentage-of-sales basis.

Arrangements for an interview can be made by addressing "L. M.," Box 30, care of Printers' Ink.

Win \$25.00 in Cash!

Suggest a Name—
Send Reply Now!

CONTEST CLOSES
NOV. 1st, 1922

Name must be original and high class, that will represent a new model of Hosiery for women and misses.

The name selected and used will win the \$25.00 cash. Only one suggestion from each contestant. In the event of two or more persons submitting the winning slogan each shall be awarded the full amount of the prize.

ADDRESS "CONTEST DEPT."

WARDLAW
Hosiery Mills
CHATTANOOGA, TENN.

Twenty Years

in the educational publishing business as salesman, publicity manager, editor, and executive. A college graduate with discriminating editorial sense, with a special bent for advertising, with ability to translate an idea into forceful, selling copy, and with sound printing taste and judgment, I am now available for important connection with a publishing house or high grade advertising service which offers suitable opportunities for the future. Yearly earnings have for some time been in excess of \$7,500. Unquestionable references.

Address B. K., Box 21, c/o P. I.

Three Things This Man Has Done

As Sales Manager

Of an important department in a large nationally known corporation; increased the department sales threefold in two years' time.

As Sales Manager

For a company, not favorably located geographically; developed a national business and established their prestige as makers of highest quality.

As Principal Executive

Took charge of a manufacturing business which had been losing money for several years, and by thoroughly reorganizing manufacturing and sales methods brought it to a paying basis during a period of most decided depression.

For satisfactory reasons, is open for engagement as executive or sales executive.

Preferences for metal products or specialties, and for location Buffalo, or east of Buffalo. Salary \$6,000 per year. American 47, health perfect, ample and satisfactory references as to business ability and integrity. Thoroughly familiar with every phase of business management, including the successful management of salesmen. A believer in sales volume, but most of all in net profits.

Address "H. J." Box 28, care Printers' Ink.

as Mr. Lorimer will pay for a short story he accepts for the *Saturday Evening Post*, and few authors would be willing to write advertisements except at a price much higher, in proportion, than would be paid for a similar amount of effort expended upon the writing of a story—for in a story there is always a chance of further returns from book, dramatic and motion-picture rights, and there is also the enhancement of the author's reputation to be estimated.

But that is not the only reason why so few successful writers of fiction will write advertising. The plain truth is that though advertising makes possible the high prices he gets from magazines, and though it helps to sell his books, the attitude of the average successful author toward advertising is even more snobbish than his attitude toward the movies. And that is saying a great deal.

Of all the authors of high standing to whom I have spoken about motion pictures, I know of only two who take motion-picture work seriously—except as a source of revenue. Whether they admit it freely (as some do) or not, the attitude of most of them is reflected by the statement of a very distinguished novelist, who said to me: "I sell the motion-picture rights and hold my nose, being almost certain that my story will be butchered."

But whereas the motion-picture people have corrupted many authors with money (I say "corrupted" because the literary work of authors who write with the movies in the tail of their eye almost invariably suffers), there has never been any great movement on the part of advertisers to obtain the services of authors of high standing.

This may or may not be a good thing. In any case it would be very hard to do, and would require a vast amount of money.

But whatever the effect upon business and upon the quality of advertising copy, I think the effect upon authors—some of them, at any rate—of occasional excur-

ALBERT FRANK & COMPANY

ESTABLISHED 1872

Advertising

NEW YORK

CHICAGO

LONDON

Announce the election of

W. FRANK McCLURE

as VICE-PRESIDENT in charge
of the Chicago Office at 332
South La Salle Street. MR.
McCLURE began his new
duties on October First.



ART EXECUTIVE and ARTIST working in all mediums and whose work is nationally known

WANTS POSITION

Eighteen years' experience on Newspapers, Magazines, Agencies, Printing and Lithographic Houses.

Familiar with all reproductive processes, wide acquaintance among leading illustrators.

Has personally solicited, planned and executed many national campaigns, supervised plate making.

Has broad understanding of modern requirements in pictorial placement, type composition and copy.

Has proven ability as contact man and visualizer with sales viewpoint.

Forty-one years young and equally old in the in- and com- prehensibles of modern advertising art.

At present head of his own service studio, but temperamental atunement and lack of capital prevent functioning on scale possible only with large organization behind him.

Organization having a place for such a man and one willing to remunerate well up to five figures will get prompt response to inquiry.

Convincing Specimens

Unquestionable References

Address "K. L.," Box 29, care of Printers' Ink.

Copy Writer Wanted

The first essential in the man we want is the ability to write freely, smoothly, interestingly, and on occasion with something of a literary flavor. He must have culture combined with common sense, imagination, taste, humor.

He is a "born" copy writer though he may not yet have practiced the art. But in the advertising field or elsewhere he has written abundantly and has had the experience that comes from long practice.

Interesting work, adequate salary and a promising future are the rewards offered.

Address: "Advertising Agency"
Box 31, c/o Printers' Ink.

sions into advertising writing, might be highly beneficial; for experience of life is the author's stock in trade, and full experience of life in the United States cannot be had without experience of business. Through advertising work the author could make contacts with many kinds of business, many kinds of business men, and many kinds of business problems. If he had the right sort of mind for it he would find these things enormously interesting and stimulating—and sometimes enormously amusing; and if he made the right contacts he would certainly discover that there is a great deal more intelligence, a great deal more art, and a great deal more "character" in the advertising business than he ever dreamed was there. The only possible demoralizing effect that advertising work could have upon him would come from within, not from without. If he cheated the advertiser by pot-boiling instead of giving his best, that would demoralize him.

My contention is not that all authors of standing would make superior advertising writers, but that some of them, having peculiar gifts, might, with training, write better advertisements than have ever been written.

The early Kipling, with his gift for terse and picturesque expression, might have written advertisements such as the world has never seen; and in another style, O. Henry might have done so.

If someone would pay Booth Tarkington, say, a hundred thousand dollars to write some advertising, and if Tarkington would take the offer—which is doubtful—and if he could put his heart into the job—which is also doubtful—then I believe we should see some advertising such as there has never been.

It is pleasing to imagine the advertisements Tarkington might write. There would be about them no suggestion of a writer with a corrugated brow, seeking with anguish for the "punch." They would be, above all, pleasant, engaging. For as Buffon tells us,



Business Cards That BILLBOARD Your Business

The "F-B" Card (Folding Business)

Patent Applied For

The instant one of these miniature cards showing your product is set up on the prospect's desk, it grips his attention and *holds* it throughout the sales talk. It provides the introduction which enables the salesman to achieve the most forceful presentation of his message.

These cards, only $2\frac{3}{4} \times 3\frac{1}{4}$ " flat, are die cut and hinged to instantly stand upright on the desk. They are furnished in a number of shapes on which the illustration of your various products can be printed best. The cost is low. Results will prove beyond your expectations.

The "F-B" Card enables salesmen to create new interest in presenting their products.

Send for samples and prices of this unique display card, furnished either blank or printed complete, as desired.

Attractive Proposition for Local Printers

The Forman-Bassett Company

Printers and Lithographers

Cleveland

Ohio

Northern New England

MASSACHUSETTS, MAINE
VERMONT, NEW HAMPSHIRE
POPULATION 5363000

For 25 years we have been building a plant and organization to dominate this territory in the Limited Outdoor Advertising field. A complete, efficient service is now offered.

This service meets
any your requirements

THE KIMBALL SYSTEM

Main Office
Lowell, Mass.

The "CLASSIFIED" Clearing House

NEW YORK ARKENBERG SPECIAL AGENCY CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Are You Getting Your Share of Business in New England?

New building records in New England are being established every month. *The F. W. Dodge Company* in its latest report on construction activities says:

"New England building contracts in September amounted to \$30,368,000, an increase of 8% over the preceding month and of 89% over the corresponding month of last year.

"Construction started during the first 9 months of this year has amounted to \$259,552,000, an increase of 87% over the corresponding period of last year. This 9 months' total is 26% greater than the amount for the entire year 1921.

"The September figures included: \$12,125,000, or 40% for residential buildings; \$9,100,000, or 30%, for business buildings; and a little over 2 million each, or 7% each, for industrial buildings, hospitals and institutions, and public works and utilities.

"Contemplated new work reported during the month amounted to \$29,890,000."

Money is being spent in New England. To get your share of it, use the home daily newspapers of New England.

BRIDGEPORT, CT. POST TELEGRAM
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 32,537 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,640 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS
Daily Circulation 25,424 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,889 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 28,649 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 10,589
Population 41,013, with suburbs 110,000

LOWELL, MASS. COURIER-CITIZEN LEADER
Daily Circulation 20,419 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 15,504 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD & MERCURY
Daily Circulation 30,659 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 20,023 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 56,055 A. B. C.
Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 73,444
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,824 A. B. C.
Serves territory of 130,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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PRINTERS

Le style, c'est l'homme même. It is the writer who makes the quality of what he writes.

Grant Overton, discussing newspaper columnists, speaks of the extraordinary diversity of Heywood Broun's interests, and of his gift for interesting everybody else in the things he himself is interested in.

In thus describing the qualities of a brilliant journalist he also describes the qualities of a brilliant advertising writer. I doubt that anyone in the country could write such advertisements as Broun could write—though, again, I don't suppose he could be captured. But if he could, and could become interested in advertising, what a party it would be!—and how we should miss his "It Seems to Me," in the *New York World*, with its provocative comments on all manner of topics, its baiting of the reader with ideas, some of them earnest, some of them playful, all of them interesting whether you agree with Broun or not—interesting because Broun's mind is interesting.

And there you have it. There is the key to the advice I have to offer advertisers. Which is simply to try always to have their copy written by an *interesting-minded* man—a man having the gift for stimulating the reader's interest even in things commonly regarded as uninteresting, not by means of anguished exhortations, but because of his own engaging habits of mind and of expression.

Death of William A. Publow

William Angus Publow, secretary of the Butterick Publishing Co., New York, died at Brockville, Canada, on October 6 in his sixty-fifth year. Mr. Publow was with the Butterick organization for about forty years. His work as sales director of Butterick patterns made him known to dry-goods men throughout the world.

A New Trade-Marked Rouge

The Remiller Company, perfumers, New York, has recently made application for the registration of the trade-mark "Pum-Kin" for rouge. No advertising is being used for this product and no plans have been made for advertising, the Remiller company informs.

PRINTERS' INK.

An ideal city in which to test your Advertising Appeal and your Sales Plan is

Portland, Maine

Neither too large nor too small for a fair tryout.

This city is the wholesale and jobbing center of the State and these distributors will extend the glad hand to any sound proposition which is to be advertised in the two great papers

Evening Express

Largest Maine Daily Circulation!

Sunday Telegram

Largest Circulation of Any Newspaper in the State!

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Advertising Printing Salesman

Opportunity beckons here for a young and energetic man to sell direct advertising, dealer help literature, catalogs, cutouts and other high-class printing.

The man we want must qualify first as a good salesman with pleasing personality.

He must have some knowledge of art and graphic processes. He must also have a fair working knowledge of good typography. A knowledge of advertising and merchandising is also helpful.

Give particulars concerning experience, age, education and references. A personal interview in New York or Chicago may possibly be arranged.

**BROWN, BLODGETT & SPERRY
COMPANY**

St. Paul, Minnesota

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

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NEW YORK, OCTOBER 12, 1922

Is There Real Honesty in Business?

INK writer that there was no such thing as real honesty in business, so far as general practice went. His statement was challenged. And then, to reinforce it, he admitted that in his own business he allowed necessity to force him every day into compromises with his natural integrity.

Business has gone far since that confidential conversation took place. Thanks to the vigilance campaign, in which PRINTERS' INK is proud to have had a part, advertising has been cleansed from many of the impurities that cursed it. Deliberately dishonest business is on the defensive. Its promoters know in advance that pay day is fairly certain to overtake them.

Ten years ago a prominent lumberman declared to a PRINTERS'

All of which is highly encouraging. But there is still room for some doubt whether honesty is rigidly and generally practised in business despite the tried and true fact that it is always the best policy.

Edward M. Skinner's timely remarks on this subject in a recent PRINTERS' INK article ought to make business men think. Mr. Skinner's contention that leading manufacturers and jobbers allow the lure of immediate sales to lead them into departing from 100 per cent square dealing with the retailer may or may not be accepted as correct. Every manufacturer knows whether in his selling scheme there is some little insidious and questionable practice that is tolerated in an otherwise perfect system with the result that some retailer's lot is made harder. But it is significant when a man of Mr. Skinner's prominence in business has the courage, under his own name, to say such things which are bound to be distasteful to those whom they hit.

The lumberman was as wrong as wrong can be when he said a big business could not be successful if conducted on strictly honest principles. Business men, impelled by selfish reasons perhaps, are rapidly getting to a place where they see the benefits of practising as well as professing honesty. This is well. For not only is there considerable room for improvement but the change for the better must be made from the top downward.

A Lesson from the Prize Ring

When Battling Siki, who has already been named by the sport writers "The Senegalese Soaker," knocked out Georges Carpentier the other evening in Paris, he furnished a happy object lesson for certain manufacturers. It is generally agreed that Georges, the idol of France, lost the championship of Europe and a certain beauty of his classic profile because of overconfidence. He decidedly underestimated the punching abilities and strength of his opponent. It is generally under-

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stood that the French heavyweight did not train thoroughly for his match, because he thought that he would have an easy time of it. While his opponent was skipping rope, punching the bag, taking long runs in the open air, to keep in physical condition, Georges was having a good time and delivering his knockouts in full view of the movie camera. His training for the movies did not fit him to enter the ring with a man who had developed his muscles and kept them in fighting trim.

Now, advertising for a business is what training is to a prize-fighter. Advertising keeps a corporation's muscles in trim and its sales force on its toes. Advertising sends the good red blood of consumer confidence and acceptance coursing through the veins of a big business organization. It keeps the product and the company fit. The corporation which for years has controlled the market, and makes a product without telling people about it, is just as overconfident as was Carpentier. The company which has dominated the market for a great many years is very apt to add aloofness and self-complacency to its overconfidence. These are all dangerous qualities for any big manufacturer to have. The aggressive competitor with a good product about which it tells the public is very apt to enter the field and do the same thing to the overconfident company that Siki did to Georges.

The sales manager who is losing touch with his market by spending most of his time at a desk in his office and very little out on the firing line, the salesman who concentrates on the easy calls and does not realize that salesmanship just starts when the customer says "no," the advertising manager who underestimates and makes light of the new advertising ideas of his competition, these and many more individuals can learn once more that overconfidence is a fault to be avoided. The organization which keeps continually in trim by aggressive advertising and sales methods, and the individual who keeps on his toes by continual

study and close contact with his problem, is not nearly so apt to hear the referee counting off the fatal numbers up to ten.

Speculating Rather Than Merchan- dising

A study of current business-paper advertising brings out the important fact that manufacturers are at last recognizing that speculation has been at the bottom of the dealer's slowness in buying goods for the last year or more. In an expression recently taken from a selected list of retailers, many of the most thoughtful freely admitted that in the matter of buying merchandise they went astray during the years of easy business and forgot the fundamental need of a high turn. Overlooking the elementary fact that no profit is made until the goods are sold, they took upon themselves the burden of carrying reserve stocks. In effect, at least, they were speculating rather than merchandising.

The hang-over effect of this mistaken policy has been as persistent as a case of whooping cough. Manufacturers have delivered themselves of many advertising exhortations about the improved demand that was on the way and the necessity of the dealer having the goods to meet it. All along, however, many dealers had more goods than they knew what to do with. Even so, there was a disposition to combine figures with theory in a way that seemed to show that stocks were depleted and that the retailer really was making a serious error in not replenishing his lines.

But now that the real situation is known the advertising very properly has taken the trend toward reviving the old doctrine of turn-over. Arousing in the dealer some of his old-time enthusiasm in the matter of fighting for the turn is a great deal more important than talking to him directly about buying goods. For it is the turn that enables him to buy goods and when he gets it his buying is going to be more or less automatic.

If the manufacturer will supplement this wise missionary work

by some actual practice a great deal of progress toward normalcy will be made. If a revived interest in turnover is something the dealer needs when he is taking a buying vacation, he also needs it when the vacation is over. If he wants to buy more than he should, the manufacturer will only be conserving his own interests by trying to dissuade him or even in refusing to sell him. This is not the easiest thing in the world to do when business is needed. But if taking too large an order now is going to cut down the retailer's capacity next month or next season, there is no question at all about the right thing to do.

Some manufacturers applaud whenever the dealer is told that success in retailing depends more upon the turn than on any other single factor. And then they may work directly against this sound principle by permitting the dealer to exercise his own unimpeded judgment as to the quantity of goods he should buy to bring about this much-to-be-desired turn. It is then that buying becomes a speculative, rather than a merchandising, proposition.

N. B. C. Teaches A B C's

With no intention of engaging in the controversy, **PRINTERS' INK** believes it has found an advertising text upon which to tack an editorial in a statement of the National Biscuit Company explaining its position in a case now before the Federal Trade Commission. It is not a new subject for comment, but an important one nevertheless, and may well be repeated, particularly when dressed in new clothes.

In explaining its three classes of discounts to customers, based on the amount of goods purchased, the National Biscuit Company says: "Our products are particularly perishable, in that they begin to deteriorate as to quality, though not as to wholesomeness, within a comparatively short time after manufacture or packing. We aim to place upon the market only the highest class of goods and, therefore, the first essential

of our business is that as brief a period as possible shall elapse between the time one of our products leaves our oven and the time it reaches the consumer's table. This policy is part of the groundwork of the business and is vital to the maintenance of our well-earned reputation for putting out the finest goods as respects wholesomeness, taste and general quality. Therefore, by reason of the nature of the business, it has been our policy to sell and to deliver direct to retail stores. We place the goods in the stores as quickly as possible and it is the business of our salesmen, among other things, to make certain that no retailer overstocks and to aid the retailer in every possible way to sell the goods as rapidly as possible. This has the effect of increasing his turnover and therefore his profit, and also of building up his business and our own by cultivating among consumers the deserved reputation of supplying only the freshest goods of the best quality.

"Many independent retailers formerly in Class B or C have now by energy and alert business methods and genuine salesmanship built up their business to \$200 or more per month, thus putting themselves in Class A and obtaining the largest discount that anyone can obtain from National Biscuit Co."

The biscuit company engages to do these things: market the highest class of goods; make certain that no dealer overstocks; aid the retailer in every possible way to sell the goods as rapidly as possible. The latter is accomplished by personal work of the company's salesmen in customers' stores and by consumer advertising, which has made "Uneda" and "Nabisco" and "ZuZu" known in every corner of America. Every grocer knows he is offering an accepted product when he sells this company's goods and, that if he attains to purchases of \$200 a month he will get the largest discount that anyone can obtain.

A B C's of business? May be—but how many manufacturers there are, then, who are still in swaddling clothes!

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
(*Fasima, Chesterfield and
Piedmont Cigarettes*)

Johns-Manville Incorporated
Western Electric Co.
American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

\$50,000 Available

Will buy *controlling* interest in going business investing up to \$50,000.

Write, giving nature and present condition.

No proposition considered unless a *controlling* interest can be bought.

Address "M. N.," Box 32, Printers' Ink.

EVENING HERALD

LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID CIRCULATION.

Government statement for six
months ended March 31, 1922

AVERAGE **146,233** daily

Representatives:

H. W. Moloney
604 Times Bldg.
New York:

Chicago:
G. Logan Payne Co.
Suite 401, Tower Bldg.
8 No. Michigan Ave.



**Pen
drawings**
two inches square
\$2.50
Send for a folder

**RAYMOND
H. LUFKIN**

117 FEDERAL ST. BOSTON-MASS.

American Society of Sales Executives Meet

The American Society of Sales Executives held its annual meeting at Laurel-in-the-Pines, Lakewood, New Jersey, on October 2, 3 and 4.

New officers, elected at this meeting, are as follows: C. F. Abbott, chairman; C. K. Woodbridge, sales manager, The Dictaphone, New York, secretary, and M. L. Havey, vice president, The Celuloid Company, New York, treasurer.

These and the following comprise the executive committee: H. W. Hoover, general manager, Hoover Suction Sweeper Co., No. Canton, Ohio; G. W. Hopkins, vice president, The Columbia Graphophone Co., New York; Fowler Manning, director of sales, The Diamond Match Company, New York, and L. C. Rockhill, sales manager, The Good-year Tire & Rubber Co., Akron, O. The permanent officers of the Society are in charge of C. H. Rohrbach at New York.

Frank Presbrey Tells What He Thinks of Us

FRANK PRESBREY CO.

NEW YORK, Sept. 26, 1922.

Editor of PRINTERS' INK:

We think so much of PRINTERS' INK that we have all the back numbers, almost from the start, bound and in our library, where they are being constantly referred to.

I do not know how any advertising agency can get along without PRINTERS' INK.

I would like to nominate myself for the League of Charter Club Readers. I think I read the first number brought out and have been a continuous reader of it ever since.

FRANK PRESBREY,
President.

H. O. Nadler Joins Barrett Company

H. O. Nadler, recently advertising manager of the Crescent Washing Machine Company, New Rochelle, N. Y., has joined the Barrett Company, New York, where he will be engaged in publicity and sales promotion work. Mr. Nadler previously had been manager of advertising and sales promotion of the American Motors Corporation, Plainfield, N. J. and advertising manager of the New York branch of the B. F. Goodrich Rubber Company.

Iowa Advertisers Appoint Des Moines Agency

The Fort Dodge Serum Company, Fort Dodge, Ia., is conducting an advertising campaign in Southwestern agricultural publications. The account has been placed with the Coolidge Advertising Company, Des Moines.

This agency has also been appointed to direct the advertising of the May Seed & Nursery Company, mail order seed house, Shenandoah, Ia.

Important Announcement

FOX FILM CORPORATION

wishes to call to the attention of the public that certain advertising matter has been published by a company known as Fox Photoplay Institute, of which one Charles Donald Fox is the president, requesting the public generally to submit motion picture scenarios to that company and in which the company also offers its services in developing scenario writers.

FOX FILM CORPORATION

in order to be sure that there will be no confusion caused in the mind of the public, wishes to make it clear that Fox Film Corporation is in no manner connected either directly or indirectly with the Fox Photoplay Institute. That the Charles Donald Fox, who is the president of that company, is in no manner connected with this company, nor is he authorized to act in any capacity for this company.

FOX FILM CORPORATION

does not make the assertion that the Fox Photoplay Institute has misrepresented itself or has attempted to act for Fox Film Corporation, but numerous inquiries and letters have been received by this company from persons located in various parts of this country with reference to the Fox Photoplay Institute, which demonstrate that they were of the impression that our company was associated with that company, and in order to prevent any further confusion or misapprehension this statement is made, so that there can be no doubt in the mind of the public that Fox Film Corporation is NOT in any manner connected, either directly or indirectly with the Fox Photoplay Institute.

SAUL E. ROGERS,
General Counsel.

FOX FILM CORPORATION

West 55th Street

New York City

Only One

In our solicitation work we are occasionally told by certain advertising managers that our magazine is rejected because of the fear that if space were bought in it an obligation or courtesy or duty might be assumed to buy space also in *numerous* other religious publications.

The analytical space buyer, guided wholly by the interests of his client or employer, examines each circulation independently as to quality and quantity. The subscription price and other facts concerning its financial aspect are considered.

Last year, the worst financial year, our subscribers contributed through our magazine more than half a million dollars, a fact indicative not only of their faith in the magazine but also of their financial standing.

There is only *one* other religious magazine in the world which possesses a circulation over 200,000.

EXTENSION MAGAZINE

The World's Greatest Catholic Magazine

General Offices: 180 North Wabash Ave., Chicago, Illinois

Eastern Advertising Representatives: LEE & WILLIAMSON,
171 Madison Avenue, New York City.

Rev
Ath
Wo
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Cen
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Boo
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Mur
Blue
St.

Ame
Phys
Red
Cosm
True
Phot
Ame
Moti
Suns
Succ
Metre
Hear
Asia
Boys
McCl
Elks
Boys

Vogue
Ladies
Harpe
Good
Pictori
Woma
McCall
Deline
Mod
Design
People
Hollan
Woma
Fashio
Needle
People

OCTOBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

Standard Size

	Pages	Lines
Review of Reviews.....	140	31,458
Atlantic Monthly.....	117	26,373
World's Work.....	109	24,540
Harper's.....	91	20,555
Scribner's.....	84	19,012
Century.....	54	12,152
Current Opinion.....	49	11,022
Bookman.....	28	6,446
Our World.....	23	5,218
Wide World.....	19	4,304
Everybody's.....	18	4,091
Munsey's.....	17	4,018
Blue Book.....	16	3,690
St. Nicholas.....	16	3,654

Flat Size

	Columns	Lines
American.....	265	37,918
Physical Culture.....	245	35,054
Red Book.....	215	30,793
Cosmopolitan.....	149	21,402
True Story.....	147	21,049
Photoplay.....	126	18,158
American Boy.....	79	15,969
Motion Picture Magazine.....	105	15,088
Sunset.....	105	15,067
Success.....	105	15,015
Metropolitan.....	102	14,682
Hearst's International.....	83	11,957
Asia.....	79	10,930
Boys' Life.....	53	9,026
McClure's.....	51	7,320
Elks Magazine.....	44	6,688
Boys' Magazine.....	33	5,760

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	594	93,943
Ladies' Home Journal.....	513	87,290
Harper's Bazar.....	445	74,912
Good Housekeeping.....	376	53,823
Pictorial Review.....	262	52,572
Woman's Home Companion.....	308	52,420
McCall's.....	196	39,232
Delineator.....	173	29,561
Modern Priscilla.....	162	27,650
Designer.....	148	25,275
People's Home Journal.....	119	20,240
Holland's.....	101	19,020
Woman's World.....	111	18,950
Fashionable Dress.....	94	16,179
Needlecraft.....	68	11,560
People's Popular Monthly.....	58	11,142

Circulation That
Can Be Visualized
By Your Dealers

WHEN you tell the dealer handling your goods in Canton, Ohio, that you are using several national magazines with millions of circulation that will help him sell your goods, he is impressed—but not understanding of its significance to him.

He cannot see those millions as his prospects because he cannot identify them as customers in his own town.

But tell him you are using The Elks Magazine (which goes to every Elk in his town) and he immediately visualizes The Elks as worthwhile prospects for his goods.

Even if he is not an Elk, and the chances are that he is, he has a definite knowledge of the extent to which Elks make up the better class prospects in his town.

This tangible, definite, easily visualized quality of Elks Magazine Circulation is one of the most potent forms of dealer influence at the command of national advertisers.

The Elks

Magazine

"850,000 voluntarily subscribed for"
Telephone Vanderbilt 8757
50 East 42nd Street, New York City

EASTERN OFFICE:

Infus French, Inc., New York

NEW ENGLAND OFFICE:

Charles Dorr—Charles W. Corbett, Boston

WESTERN OFFICE:

Archer A. King, Inc., Chicago

PACIFIC COAST OFFICE:

A. J. Norris HGL, San Francisco

91%

Concentrated Circulation!

Because ninety-one per cent. of its entire circulation is in and close to the city of New Haven (within ten miles of New Haven City Hall)

the Register of New Haven Connecticut

is known to produce the Most Results in New Haven stores—at LOWEST percentage of SELLING-COST; therefore MOST PROFITABLE to Advertisers, making it

The Greatest Selling Force in New Haven

More than 33,000 people every night now BUY the "Register."

City Circulation, alone, of "Register" is several thousands larger than the ENTIRE circulation of any other New Haven paper.

**Largest Circulation
in Connecticut's
Largest City!
By Many Thousands!**
New Haven Register

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

	Columns	Lines
Child Life	71	10,251
Today's Housewife	43	7,313
Mother's Magazine	36	6,436
Woman Citizen (2 Sept. is.)	28	4,158

GENERAL AND CLASS

	Columns	Lines
Spur (2 issues).....	391	65,819
House & Garden.....	392	62,019
Town & Country (2 issues)	336	56,607
Radio News	376	55,279
Motor	278	46,788
Country Life	243	40,824
Vanity Fair	235	37,270
Popular Mechanics (pg.)	156	34,999
Arts & Decoration.....	202	33,982
System	215	30,827
House Beautiful	193	29,864
Normal Instructor	174	29,745
Popular Science Monthly	158	24,071
Field & Stream.....	131	18,733
Science & Invention.....	127	18,722
National Sportsman	104	14,973
Theatre	92	14,552
Nation's Business	98	14,465
Outers' Recreation	88	12,633
Scientific American	72	12,264
Outdoor Life	82	11,857
Business	80	11,200
Garden Magazine	73	10,267
Association Men	68	9,646
Forest & Stream.....	64	9,258
Motor Life	56	8,927
International Studio	57	8,235
Rotarian	51	7,395
Extension Magazine	33	5,761
Illustrated World (pg.)...	24	5,509
Outing	34	4,971

CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 Sept. issues)	224	39,228
Canadian Home Journal..	137	23,995
Everywoman's World.....	130	22,778
Western Home Mo. (Sept.)	99	17,874
Canadian Magazine (pg.)	64	14,504
Rod and Gun in Canada	84	12,298
La Canadienne	56	9,865

SEPTEMBER WEEKLIES

September 1-4	Columns	Lines
Saturday Evening Post	306	52,025
Literary Digest	82	12,562
American Weekly	25	7,087
Forbes'	42	6,532
Life	38	5,552
Independent & W'kly Rev.	34	4,967
Outlook	32	4,625
Christian Herald	24	4,104
Argosy-All-Story (pg.)	16	3,785
Youth's Companion	19	3,230

CHARLES
Wester
168 No
Chicago



When

you find a magazine whose net sale has increased *110%* in *4 years*—has increased steadily and consistently—increased without the padding of one single subscription or sale.

Where

there has been an equally steady growth in advertising lineage such as *52%* in *4 years*, you know such increases don't happen by chance and that

There's a buy for you.

Send copy *now* for December issue.

PHYSICAL CULTURE

119 West 40th Street, New York City

W. C. W. DURAND
Advertising Director

CHARLES H. SHATTUCK,
Western Manager,
168 No. Michigan Avenue,
Chicago, Ill.

METZ BY HAYES,
New England Manager,
Little Building,
Boston, Mass.

	Columns	Lines		Columns	Lines
Judge	19	2,774	Christian Herald	19	3,285
Collier's	16	2,760	Judge	22	3,175
American Legion W'kly	17	2,495	American Legion Weekly	18	2,655
Churchman	11	1,700	Argosy-All-Story (pg.)	9	2,142
New Republic	10	1,543	Collier's	10	1,703
Nation	10	1,529	Churchman	11	1,583

September 5-11	Columns	Lines
Saturday Evening Post..	386	65,756
Literary Digest	98	14,902
American Weekly	50	13,739
Forbes'	60	9,251
Independent&W'kly Rev.	47	6,761
Collier's	38	6,595
Life	37	5,405
Outlook	32	4,681
Argosy-All-Story (pg.) ..	17	3,954
American Legion Weekly ..	21	3,045
Christian Herald	17	2,924
Nation	17	2,420
Youth's Companion ..	11	1,984
Judge	12	1,820
New Republic	11	1,617
Churchman	10	1,526

Totals for September	Columns	Lines
Saturday Evening Post..	1613	274,281
Literary Digest	471	71,732
American Weekly	160	44,007
Forbes'	143	21,764
Christian Herald	121	20,579
Life	131	18,745
Independent&W'kly Rev.	130	18,726
Outlook	126	18,152
Collier's	105	17,918
American Legion Weekly ..	114	16,428
Argosy-All-Story (pg.) ..	68	15,305
New Republic	102	15,061
Judge	81	11,653
Youth's Companion	56	9,629
Nation	62	8,737
Churchman	60	8,461

September 12-18	Columns	Lines
Saturday Evening Post. 357		60,715
Literary Digest	116	17,758
American Weekly	41	11,464
Independent&W'kly Rev.	48	6,998
Christian Herald	36	6,159
Forbes'	39	5,981
Collier's	27	4,711
Life	28	4,121
American Legion Weekly ..	28	4,022
Outlook	27	3,933
Argosy-All-Story (pg.) ..	15	3,528
Nation	18	2,578
Youth's Companion	13	2,250
Judge	13	2,022
New Republic	13	1,984
Churchman	13	1,915

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1 Vogue (2 issues).....	594	93,943
2 Ladies' Home Journal	513	87,290
3 Harper's Bazar	445	74,912
4 Spur (2 issues).....	391	65,819
5 House & Garden.....	392	62,019
6 Town & Country (2 is.)	336	56,607
7 Radio News	376	55,279
8 Good Housekeeping	376	53,823
9 Pictorial Review	262	52,572
10 Woman's Home Comp.	308	52,420
11 Motor	278	46,788
12 Country Life	243	40,824
13 McCall's	196	39,232
14 MacLean's (2 Sept. is.) ..	224	39,228
15 American	265	37,918
16 Vanity Fair	235	37,270
17 Physical Culture	245	35,054
18 Popular Mechanics (pg.) ..	156	34,999
19 Arts & Decoration.....	202	33,982
20 Review of Revs. (pg.) ..	140	31,458
21 System	215	30,827
22 Red Book	215	30,793
23 House Beautiful	193	29,864
24 Normal Instructor	174	29,745
25 Delineator	173	29,561

September 19-25	Columns	Lines
Saturday Evening Post..	298	50,678
Literary Digest	104	15,892
American Weekly	42	11,717
New Republic	67	9,917
Outlook	34	4,913
American Legion Weekly ..	29	4,211
Christian Herald.....	24	4,107
Life	25	3,667
Nation	15	2,210
Youth's Companion	12	2,165
Collier's	12	2,149
Argosy-All-Story (pg.) ..	8	1,896
Judge	13	1,862
Churchman	11	1,737

September 26-30	Columns	Lines
Saturday Evening Post..	265	45,107
Literary Digest	69	10,618

B. L. McFadden, who was recently vice-president of the World Wide Advertising Corporation, New York, is now with the Butterick Publishing Company as superintendent of its reading club division.

The People at the Head of the Line

Space buyers ask us:

"Who is reading *Our World*? What market can we cover through its advertising pages?"

The answer is to be found in the magazine itself. Its purpose is to give to Americans an interesting picture of the rest of the world, to furnish its readers with a background of information on the peoples and conditions in other countries. Who is it, then, that takes the greatest interest in world affairs? In what circles do you hear intelligent discussion of the present situation in Turkey or the question of reparations and Allied debts?

In each community it is the men and women at the head of the line, the progressive and wide-awake citizens who are the first to realize the need of a better understanding of world events. It is the banker, the member of the bar, the manufacturer, the public official. And, to the same extent, it is their wives and other intelligent women who take an equal share in leading public opinion.

These are the people who are reading *Our World*. They are the ones who constitute the best market for advertised products. They are the ones who should be the advertiser's first objective.

OUR WORLD

The Houston Publishing Co.

Herbert S. Houston, President

Edwin Muller, Advertising Manager

9 East 37th Street

New York

BOSTON
Tremont Building

CHICAGO
Peoples Gas Building

75,000 PAID CIRCULATION GUARANTEED

"PRINTERS' INK'S" FOUR-YEAR RECORD OF OCTOBER ADVERTISING

GENERAL MAGAZINES

	1922	1921	1920	1919	Totals
American	37,918	29,542	72,254	57,149	196,863
Red Book	30,793	26,598	43,124	36,345	136,860
Review of Reviews	31,458	27,391	37,632	32,923	129,409
World's Work	24,540	25,265	35,392	36,144	121,341
Physical Culture	35,054	26,099	26,917	29,200	117,270
Cosmopolitan	21,402	16,813	38,032	36,349	112,596
Atlantic Monthly	26,373	24,486	27,578	26,711	105,148
Sunset	15,067	14,168	32,006	27,463	88,704
Harper's	20,555	19,393	23,800	24,655	88,403
Scribner's	19,012	16,744	26,285	25,609	87,650
American Boy	15,969	12,593	26,792	26,340	81,694
Photoplay	18,158	18,144	23,479	18,812	78,593
Metropolitan	*14,682	10,233	24,255	26,664	75,834
Century	12,152	15,153	20,868	20,901	69,074
Motion Picture Magazine	15,088	13,406	20,848	17,186	66,528
Hearst's International	*11,957	8,608	18,167	19,774	58,506
McClure's	*7,320	X	19,893	30,600	\$57,813
Boys' Life	9,026	7,386	14,760	10,859	42,031
Everybody's	*4,091	*2,915	12,541	18,899	38,446
Boys' Magazine	5,760	5,755	8,231	10,070	29,816
Current Opinion	*11,022	*5,858	*6,496	2,940	26,316
Munsey's	4,013	4,368	7,728	10,008	26,122
St. Nicholas	3,654	4,265	6,874	6,842	21,635
	395,069	335,183	573,952	552,448	1,856,652

*New size. X Not published. †Three-year total.

WOMEN'S MAGAZINES

Vogue (2 issues)	93,943	90,646	149,535	147,914	482,038
Ladies' Home Journal	*87,290	*67,074	105,578	105,698	365,640
Harper's Bazar	74,912	56,689	75,470	61,284	268,355
Pictorial Review	52,572	30,103	86,310	70,350	239,335
Woman's Home Companion	*52,420	*37,048	71,510	66,586	227,564
Good Housekeeping	53,823	38,138	63,984	63,648	219,593
Delicieux	*29,561	*26,806	60,019	51,135	167,521
†Designer & Woman's Mag.	*25,275	*20,283	45,063	35,859	126,480
McCall's	39,232	22,981	36,708	26,780	125,701
Modern Priscilla	27,650	22,365	23,593	17,600	91,208
People's Home Journal	*20,240	*14,110	25,790	19,315	79,455
Woman's World	18,950	13,961	23,491	17,385	73,787
People's Popular Monthly	11,142	8,986	12,860	10,318	43,306
Mother's Magazine	*6,436	6,032	15,980	14,258	42,706
Needlecraft	*11,560	*8,786	11,467	9,515	41,328
	605,006	464,008	807,358	717,645	2,594,017

*New size. †Two magazines now combined.

CLASS MAGAZINES

Town & Country	X 56,607	149,665	179,654	173,083	259,009
Vanity Fair	37,270	33,005	55,694	56,564	182,533
System	30,827	33,560	54,222	62,732	181,341
Popular Mechanics	34,999	35,770	49,518	49,728	170,015
House & Garden	62,019	37,383	37,563	32,690	169,643
Country Life	40,824	33,768	46,872	39,312	160,776
Popular Science Monthly	24,071	15,903	27,780	32,144	99,898
Scientific American	12,264	14,957	\$37,274	\$36,776	91,271
House Beautiful	29,864	21,247	19,711	13,068	83,890
Nation's Business	14,465	12,201	26,901	24,255	77,822
Field & Stream	18,732	18,708	18,144	17,652	73,244
Theatre	*14,552	*15,578	23,385	17,816	71,331
National Sportsman	14,973	11,597	15,727	14,484	56,781
Outers' Recreation	12,633	12,890	10,768	11,334	47,625
Outdoor Life	11,857	11,019	10,705	9,483	43,066
Forest & Stream	9,258	8,380	9,712	10,146	37,496
Outing	4,971	5,291	8,848	9,569	28,679
	430,187	360,922	532,478	510,835	1,834,422

*New size. X Two issues. †Three weekly issues. ‡Four weekly issues. §Five weekly issues.

WEEKLIES (5 September Issues)

Saturday Evening Post	274,281	*172,094	*312,919	*297,962	1,057,256
Literary Digest	71,732	*52,631	*155,185	*104,027	383,575
Collier's	17,918	*12,055	*70,066	*74,136	174,175
American Weekly	*44,007	*39,594	*33,094	*13,203	129,898
Christian Herald	20,579	*15,975	*29,635	*33,732	99,921
Life	18,745	16,247	33,872	*29,906	98,770
Outlook	*18,152	*18,212	30,662	*28,991	96,017
Judge	11,653	*3,778	*6,865	*9,259	31,555
	477,067	330,586	672,298	591,216	2,071,167
GRAND TOTALS	1,907,329	1,490,699	2,586,086	2,372,144	8,356,258

*4 Issues.



The Waves of the Atlantic

AS its namesake has influenced the commerce of nations, just so do the waves of *The Atlantic's* influence profitably affect the commerce of its advertisers.

From the other side of the Atlantic comes this order to the Davey Tree Expert Company:

"August 20th, 1922

Will Mr. Davey's Tree Surgeons go to my home in and do what they can to save my trees, stop the borers, cut off dead branches—up to the sum of fifty dollars? If the work required goes beyond that sum, please communicate with Are there any trees to be cut down? Enclosed is check for \$50.

I am in Germany for a few weeks and my home is rented. I have written the occupant that you are coming.

I found your advertisement in the ATLANTIC MONTHLY."

The Davey Tree Expert Company has used *The Atlantic* continuously since 1915.

Atlantic Advertisements Bring Results

The Atlantic Monthly

One of the Quality Group

8 Arlington Street

Boston, Mass.

We Also Publish: The House Beautiful The Living Age

The Little Schoolmaster's Classroom

IN two recent issues the Schoolmaster had something to say as to why advertising men should cultivate the reading habit. Another habit of equal importance to sales executives is observation. Everyone should try to acquire this habit. "Exhaustive observation is an element of great achievement," said Spencer. Certainly it is a vital factor in advertising achievement. In fact, observation is an important element in all selling. Ask any great salesman, such as Samuel Vauclain, Joseph P. Day, Charles M. Schwab or William H. Johns how they put over their best sales and you will find that shrewd observation had much to do with each accomplishment. You might even go further and say that intelligent observation is the faculty that causes men to recognize business opportunity itself.

* * *

In moments of depression the Schoolmaster sometimes feels that observation is becoming a lost art. People are acquiring the speed habit. They shoot through the country at the rate of thirty or forty miles an hour, with their eyes riveted on the road ahead and miss the beauty of the fleeting landscape and fail to see the many curious, interesting and suggestive things that they are passing almost constantly. Just the other day the Schoolmaster was talking to an advertising man who had recently concluded an 800-mile automobile tour. This man missed the many opportunities for delightful observation which this journey afforded and could tell nothing of the trip except of a few bad stretches of road where he had to slow down. The speed fiend has no time for observation. Observation requires poise and concentration and leisurely habits, and the fellow who is breaking speed records has no time for these.

But, thank the stars, there are still some advertising men who do appreciate the fact-gleaning value

of observation. Last summer the president of a large New York advertising agency had made no plans for his vacation. At the last minute he decided he would take a three weeks' rest in some small town in the Middle West and that he would spend his time there in "just looking around." In deciding on the town, he pulled out an atlas, opened it at a map of the United States, and put a finger down in the general direction of the Mississippi Valley. It happened to light on a little town in Nebraska, in the heart of a rich agricultural district. To this point the agency head hithered. For three pleasurable weeks, he let his eyes, mind and attention roam wherever they would. He investigated everything from small-town retailing to rural bootlegging and back again to bucolic habits in general. By letting his observation run riot and by analyzing what he saw, this agency president stored up a fund of facts that will be invaluable to him for years to come.

* * *

One of the best idea men the advertising business has ever developed credits his observation with a large part of his success. As a rule this man does not eat any lunch, except a glass of milk and a couple of pieces of fruit. He spends the noon hour in roaming around New York. He sets out in a different direction each day. One day it will be the East side; the next day Fifth avenue. He walks very slowly, observing everything carefully. Some days he covers only a couple of blocks. Occasionally he will spend the entire hour studying a window display. Again he may devote his time to watching a group of children at play. As a result this man pops ideas like a Congressman spouts words.

A grocer recently asked him why he (the grocer) had to deliver 20 per cent more of his sales

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Lithogra



A pleasing reminder and an invitation to buy

Sales resistance loses its force when your product is attractively displayed on the dealer's counter.

The Brooks Display Container (Patented) arrests the eye and arouses the buying impulse. Its strategic location is matched by its own attractiveness.

This unique and efficient display container will give your own product the great advantage of effective display.

*Manufactured in a variety of
sizes and shapes.*

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display
Advertising*

Selling By Mail

Have you a Mail-order business requiring a trained sales promotion and advertising man; a manufacturing, jobbing or retail business in which you might get another outlet for your goods through selling by mail; or a business requiring a production man to back up with literature the work of your salesmen?

I have had fifteen years' successful experience in this kind of work, have carried out complete campaigns and can give you exact figures showing what can be done and its cost. I always prove by exact test FIRST. Have had a wide experience in producing mail-order catalogs, magazine advertising, and direct sales promotion literature; can make layouts, write copy, and am a careful buyer of paper, printing, engravings, art work, etc.

Married, a college graduate, and at present employed, but want an opening with a greater future. Write "G. H." Box 27, care of Printers' Ink.

Should the Artist Write Ads?

Shall the "copy-writer" be dictator?

Is art work necessary, or just excess baggage?

An intelligent analysis by

"The Most Discussed Man in Advertising"

is made in a twenty-page booklet entitled:

"The Cartoonist in Advertising"

If you are an honest seeker after truth, the only cost is a letter and stamp mailed to

THE PRINTING ART
Cambridge, Mass.

EDITORIAL MAN WANTED

by a leading business journal in New York; this is a real opportunity for a man who has written for trade papers and has had experience in meeting big executives of manufacturing or retail concerns; a college education advantageous, but not essential; write in full detail. Address "N. O." Box 32, care Printers' Ink.

than did his competitor who caters to exactly the same class of trade. 'Because in trying to save paper and string, you tie your packages so insecurely that it is difficult to carry them,' said the advertising man. His trained eye had taken in this fact almost at a glance. The manager of a toy department asked him why his dolls did not sell so well as other toys. Without a moment's hesitation he replied, 'Because you mark the cost and the price on the dolls' faces. That damages them, as the face is the most desirable part of the doll.' 'You hit the reason right on the head,' responded the manager. 'Now why didn't I have brains enough to think of that?' The idea man had undoubtedly picked up this information on one of his daily strolls, just as he has picked up countless other bits of useful information with which his mind is enriched.

Carlyle said that "genius is the infinite art of taking pains." He was right—pains in everything, in looking until we really see a thing, as well as in everything else.

* * *

In advertising, there are as many opportunities for the use of the "added touch" as there are in selling. When a salesman shows enough interest in the sale he has made to call on his customer and make sure of his satisfaction with his purchase, or when a retailer takes the trouble without being asked to wrap up several small packages (not all of which have been purchased in the store) into one neat, easy-to-carry bundle, it is an almost certain way of giving the buyer a little good measure that turns into good-will for the seller, sooner or later.

Putting this "added touch" into an advertisement may not always be easy, but it is always worth trying for. Frequently it may be accomplished by relating the advertising message to some current event or incident of historical interest that will link up the product to the reader's personal experience. Or it may be done by the well-known expedient of combining education with information.

Wanted—

An Unusual Copy Writer

A fully recognized agency, of the better type, located about \$9 away from New York, desires a man who is, first of all, a writer of crisp English with a twinkle in it; who reasons well; and who has had some experience in taking copy and plans out to a client.

Experience with an agency of the better type is essential.

We'd call this a real opportunity—with a regular salary to start.

Samples will help you. Address C. D., Box 23, care of Printers' Ink.

ADVERTISING MANAGER WANTED

College man, between thirty and forty years old, with five to ten years' experience in selling magazine advertising for a monthly of highest class general circulation. Man with selling power, executive talent, and creative vision based on a background of seasoned education and broad interests. Salary from \$6,000 to \$10,000. Correspondence confidential.

Address "D. E.," Box 24, c/o Printers' Ink.

CHAIN STORE LISTS

Authentic lists covering all fields of Chain-store development, giving name of parent organization, address of buying headquarters, number of stores operated and principal lines of merchandise carried. Write for descriptive folder.

KELLOGG PUBLISHING COMPANY
600 Bridge St., Springfield, Mass.

R D S

Besides giving you timely information on business conditions The Richey Data Service is a complete manual of advertising and sales data and plans. New material every month. Leading merchandising men use it. Write for Bulletin.

THE RICHEY DATA SERVICE
P. O. Box 181 Indianapolis, Ind.

Get Your CATALOGUE COST BACK

For a fraction of a cent each, enclose with your catalogue a "Special offer" on our **NEW RETURN CASH ORDER DEVICE**

Quick cash order will cover nearly or all of your expense. Sample and reduced prices free.
J. PALLER & CO., Columbus, O.

House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years.

The William Feather Company
605 Caxton Building, Cleveland, Ohio

ADVERTISING EXECUTIVE

Graduate mechanical engineer with twelve years' advertising and selling experience. Friendly, tactful and capable personality—prolific creator of high-class sales literature—successful office executive. Now connected with comparatively small concern in New York City and looking for wider opportunity. Minimum salary \$6,000. Address "WA," Box 22, Printers' Ink.



Howell Cuts
for house organs
direct mail and
other advertising
ask for proofs
Charles B. Howell, Fisk Building, New York

As a current example of how one advertiser is doing it successfully, the Class is invited to peruse the following advertisement of the David Adler & Sons Company, of Milwaukee, maker of Adler Collegian Clothes. A recent magazine advertisement, page size, contains an illustration of a young man wearing one of the advertised suits, his back turned toward the reader, showing that the coat he wears is made with a long vent in the back. He holds in his hand a picture of a cavalier on horseback with long embroidered coat, the skirt of which is divided by a slash in the back to enable him to sit astride the saddle. The caption of the advertisement reads: "Why Has Your Coat a Vent?" The copy reads in part:

"When your great-grandfather went a-courting he rode a-horse-back. He wore the richly embroidered coat of those days that reached almost to his knees. He had to have a slash or vent in the back of the coat so he could sit astride the saddle. So the vent in your coat today is a tradition handed down through the ages.

"In Adler Collegian Clothes you find many of these heritages of older days, used with a deftness and certainty born of a close knowledge of the history and developments of men's apparel."

This is an "added touch" which makes the advertisement for Adler Collegian Clothes just a little bit more interesting than it would be without it.

* * *

On the wall of the office of Edward M. Skinner, general manager of Wilson Bros., Chicago, hangs a rack containing twenty-eight horseshoes. Mr. Skinner explains he is not superstitious but that he keeps the horseshoes there for good luck.

He began making the collection thirty years ago, picking them up on his way over from the station in the morning. At home he has forty more, gathered in the same way.

Mr. Skinner is particularly proud of one horseshoe which he found one morning stuck in a

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PRINTERS' INK

205

cable slot away back in the days when Chicago had cable cars. It contains all the original nails.

"The more nails a horseshoe has," he explained to the Schoolmaster, "the better luck it will bring you."

The Schoolmaster's excuse for telling about the horseshoes is that they have an advertising value. Everybody entering the office for the first time invariably asks why the horseshoes. Then comes the little homily about good luck—not at all a bad thought to put into the mind of a new retailer or of an older retailer who has just brought in a statement showing an unfavorable financial condition.

Directs Coffee Roasters' Sectional Campaigns

The Southwestern Advertising Co., Oklahoma City, Okla., advertising agent for the Hallsell Plan of Coffee Merchandising, is handling non-competitive sectional advertising campaigns for the following: The Oliver-Finnie Co., Memphis, Tenn., roasters of Silver Moon Coffee; The Halligan Co., Davenport, Ia., roasters of Halligan's Coffee; and The Canby, Ach & Canby Co., Dayton, O., roasters of Battleship Brand Coffee. Newspapers and sectional farm papers are being used in the different sales territories.

O. J. McClure Agency Has Autopoint Account

The Autopoint Manufacturing Company, Chicago manufacturer of "Autopoint" pencils, has placed its advertising account with The O. J. McClure Advertising Agency, Chicago. Newspapers will be used for this account.

American Lumberman

Est. 1873.

Chicago

The Largest Paid
Circulation in the
Lumber Field.

MEMBER A.B.C.

If it's used in Restaurants, the
**AMERICAN
RESTAURANT MAGAZINE**
Can Sell It

Survey of the field free

First National Bank Bldg., CHICAGO

Proprietary Medicine
Manufacturers large and small all
read and rely on the trade paper
of their industry.

"Standard Remedies"
(440 South Dearborn, Chicago)

Does the
Physician recommend
Your Products?
**THE AMERICAN JOURNAL OF
CLINICAL MEDICINE**

CHICAGO

S. DEWITT CLOUGH, ADV. MGR.

EASTERN PER. H. R. SAUNDERS.

17 W. 42ND ST. NEW YORK CITY

**Circulation
60,000
Line Rate 50c.**

Member A. B. C.
Member A. P. A.

Advertising Representatives

JAMES M. RIDDLE COMPANY
Chicago New York Cleveland
Kansas City St. Louis
Atlanta San Francisco

FARMER AND BREEDER
SIOUX FALLS, S. D.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Will sell small interest in highest class national magazine to good publicity woman or man. Fine investment. Address Box 987, care of Printers' Ink, Chicago Office.

Exclusive territory granted to men who can sell a brand-new advertising feature that runs in newspapers, \$100 weekly is the minimum compensation. Investigate—and prove our sincerity. Chester Syndicate, Inc., 373 4th Ave., N. Y. C.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
CONNER, FENDLER & CO.
New York City

ADVERTISERS—ATTENTION

The "Woman Readers of
"Woman Beautiful"
are searching its pages for
Beauty Aids and Recipes

Is your message there, this month?
Box 988, Printers' Ink, Chicago Office.

There is a Printer Out of Town—one hour from Penn. Station—equipped to handle house magazines, catalogues, direct-by-mail advertising, etc., in New York style without the City overhead. Close co-operation, auto delivery. Glen Cove Press, Inc., Glen Cove, L. I. Tel. 498.

FOR SALE

Monthly trade publication. Published in Philadelphia by its founder since 1882 until his death. Represents staple industry in the territory east of Chicago. Has always furnished comfortable living to its publisher and with a modest investment can be made very profitable. Will sell entire or a controlling interest. Box 995, care of Printers' Ink.

HELP WANTED

Wanted—Compiler and editor of price and data book information for large electrical manufacturer. Familiarity with printing and electrical products desirable. Box 986, Printers' Ink.

A man over 25 who knows how to plan and write sound direct advertising will find an attractive opening with the Service Department of a progressive printer in Western New York. Reply in confidence, stating age, experience and salary desired. Address Box 992, Printers' Ink.

Advertising Agency Representative

Leading advertising agency in Washington, D. C., offers splendid proposition to high-grade man capable of developing business and with sufficient confidence in himself to work on liberal commission basis. Drawing account arrangement after brief trial period. Write fully. Box 329, Printers' Ink.

Wanted—Compiler and editor of catalogs for large electrical manufacturer. Knowledge of English and printing and familiarity with electrical products desirable. Address Box 985, P. I.

Assistant Copy Writer in advertising department of technical publisher. Technical or publishing experience desirable. Salary \$1500 a year. State age and experience. Box 321, Printers' Ink.

SALESMEN—New proposition; sell publicity service to banks and merchants; no advances; straight commission; possible earnings \$5,000 upward yearly. Hamilton Service Corporation, 1819 Broadway, New York.

Wanted—Advertising Solicitor to cover Chicago territory for two business publications of highest standard. Must be real salesman and a man of ability. Permanent position offering splendid opportunities. Address Box 991, P. I.

Attractive opening for hustler who wishes to secure exceptional co-operation and service as assistance in the handling of his business. Henry Decker, Ltd., Mr. Geo. S. Dyer, Room 1111, Flatiron Bldg., N. Y. C.

A large manufacturer of optical instruments needs a high-grade man for publication work. Must have ability to write well in addition to some technical experience and knowledge of optics. In your reply, which will be considered confidential, give qualifications in detail, age and salary expected. Address Box 308, care Printers' Ink.

Aggressive District Managers and salesmen are lining up with this most unique sales plan. It makes you your own manager and provides you with yearly earnings up to \$25,000. Fascinating work where you set your own limit. It's film advertising service, screening in local theatres. Drop a postal for an interesting story too long to tell here. Territory rapidly filling. Alexander Film Co., 1153 Main Avenue, Spokane, Wash.



A leading manufacturer of building materials has an opening in its advertising department for a copy and layout man with some experience in sales promotion work.

Address
Box 998, Printers' Ink

Oct. 12, 1922

ASSIST. man was establish tion. M nience a knowledg tion and salary en permane P. O. B York Cl

Residen Large C appearan convinci executive I have a buy read order, already houses, perience.

ADV An old- ing a city ing a executive departme direct an partment represent by stro muneration the capa plicants desired a

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ASSISTANT EDITOR—A competent man wanted as assistant editor of long-established monthly automobile publication. Must have some editorial experience and also some practical technical knowledge of the mechanical construction and operation of motor cars. State salary expected and experience. Position permanent. Address Mechanical Editor, P. O. Box 654, City Hall Station, New York City.

Resident representatives wanted in all Large Cities. If you have the ability, appearance, business education to talk convincingly to sales and advertising executives, large business organizations, I have a book (recently published) I buy readily at \$25, paying you \$6 an order. Big field. Hundreds of copies already bought by outstanding business houses. Write fully, giving age, experience, references. Box 993, P. I.

ADVERTISING EXECUTIVE

An old-established Southern newspaper in a city of 200,000 is desirous of securing a thoroughly capable advertising executive as manager of its advertising department. A man who could not only direct and organize an advertising department, but an individual who could represent the paper in its community by strong personal solicitation. Remuneration will be commensurate with the capabilities of the individual. Applicants please state experience, salary desired and references. Box 301, P. I.

HIGH-CLASS

CIRCULATION MANAGER

BY CALIFORNIA NEWSPAPER IN CITY OF 100,000 PEOPLE.

FINE OPPORTUNITY FOR EXECUTIVE EQUIPPED BY EXPERIENCE TO BECOME IDENTIFIED WITH STRONG PAPER IN RAPID GROWING FIELD.

PREMIUMS AND CONTESTS BEING ABSOLUTELY TABOOED, PAPER HAS BEEN AND MUST CONTINUE TO BE "PUT OVER" ON ITS MERITS.

STATE AGE, WHETHER MARRIED OR SINGLE, AND SALARY EXPECTED; REFERENCES. ADDRESS BOX 996, PRINTERS' INK.

Sales Manager For New York On a Product Without Competition

Must be able to develop this product, new to the East, that is very successful in the West.

The work is on a strictly commission basis plus a percentage on all sales made in the New York territory.

The money to be made immediately is small. The possibilities for the future are real. Box 997, Printers' Ink.

WE CONNECT THE WIRES

NEWSPAPER ADVERTISING Solicitors and copy writers wanted for positions now open in leading cities. Opportunities are offered in both display and classified departments. Salaries named are adequate to interest young men who have been over the top in strenuous campaigns. If you have the goods, sell your services in first letter. Registration is free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

MISCELLANEOUS

A client of mine, who has excellently equipped machine shop employing 60 men on contract work, seeks some product to manufacture and market on his own hook. Cornell Ridderhof, Times Bldg., New York.

I Write Advertising

FREE LANCE. 20 years' experience. Letters, booklets; retail and trade-paper ads. What do you need? Address P. O. Box 456, General Postoffice, New York.

Direct-Mail Advertising

Planned and prepared for advertisers who want written salesmanship of the distinctly order-getting type. Request evidence. Strader, Sales Promotion Service, 505 Fifth Avenue, New York City. Phone: Murray Hill 7513.

POSITIONS WANTED

Dartmouth graduate, 25, desires copy service position. Writing experience; technical and engineering training as well. Position in East preferred. Address Box 305, Printers' Ink.

ARTIST

Thoroughly experienced letterer and designer, fast and versatile, seeks a better opportunity. Salary within reason. Can be interviewed after 5 o'clock. Box 318, Printers' Ink.

DO YOU NEED AN ASSISTANT?

Woman, 33, possessing executive ability and personality, desires opening where secretarial detail will prove stepping stone to position of trust. Efficient organizer. Excellent war record. Now on metropolitan daily, doing secretarial and promotion work. Box 310, P. I.

AN

ADVERTISING EXECUTIVE FORMERLY HEAD OF THE DENNISON ADVERTISING SERVICE

desires to locate in the West with an established agency or as advertising manager of a manufacturing concern or large retail organization. Salary \$5,000 year. Address Box 314, Printers' Ink.

Necessity of working home doesn't affect my copy and layouts. I. C. S. graduate. Freelance or exclusive services. Samples available. Box 333, Printers' Ink.

ARTIST—One who has specialized in pen-and-ink work, decorative designing and lettering. Expert at layouts. Free lance or permanent work. Box 319, Printers' Ink.

JOB PRESSMAN controlling some trade wishes connection with a reliable printer having at least one cylinder and one universal press. Box 320, Printers' Ink.

Wanted by young woman who is studying advertising, position in Advertising Agency's office. Clerical work, with chance of advancement. Address K., Box 303, Printers' Ink.

PUBLISHERS' REPRESENTATIVE Aggressive advertising salesman would like to represent trade paper on commission basis in New York and vicinity. Box 324, Printers' Ink.

Copy Writer—Man, 26, educated, some experience, copy writing, correspondence, editorial work, wants permanent position, New York City, not requiring attendance Saturdays. Box 316, P. I.

PUBLICITY

Newspaper and trade-journal publicity handled by two experienced men who produce results. Box 322, P. I.

I am a MERCHANDISE CATALOG MAN of experience, now employed. Write sales-pulling copy, make layouts, do everything. Have you a place for me? Box 325, Printers' Ink.

HOUSE-ORGANS

Versatile editor in New York will edit your house-organ. Wide experience in varied fields. Box 323, Printers' Ink.

Young lady, expert Bookkeeper, Accountant, stenographer, correspondent, advertising experience, wishes to again connect with growing New York agency. Accustomed to taking full charge. Highest credentials. Box 311, P. I.

Keen interest in advertising led me to study at Columbia and N. Y. U. to familiarize myself with advertising practice. Am young woman, 28, experienced, efficient stenographer, and have written sales letters that produced results. Have you an opening? Box 383, Monrovia, Cal.

OUTSIDE NEW ENGLAND

A young woman, college graduate, a year in a large N. Y. agency copy department, with knowledge of types and layouts, also newspaper experience, wishes to locate outside New England in an agency or advertising department November 15th; \$2,500. Box 990, P. I.

ASST. ADV. MGR.

RED HEAD, 21 years, seeks immediate connection. Lack of space prevents saying more—so write now. Will go anywhere F.O.B. Boston. Box 302, P. I.

ADVERTISING MAN—Aggressive young man with splendid selling record, desires connection with a newspaper or agency. Practical experience on classified and display. Box 315, Printers' Ink.

Writer of dynamic, merchandising copy, whose layout ideas equal his text, wants agency connection. Freelance 3 years; now 3 years with automotive magazine publisher. Will go anywhere. Box 306, Printers' Ink.

Woman experienced in advertising, publicity, and important secretarial work wants connection where adaptability and judgment will count. Thinks straight. Writes distinctive stuff. Tactful secretary. Box 313, Printers' Ink.

A GOOD START

in advertising wanted by college man who has studied advertising in earnest. Prefer position as manager's assistant. Am satisfied only when giving satisfaction. Box 328, Printers' Ink.

COPY MAN

Young man who has written excellent copy, but not very much of it, wants a position where education, intelligence, and increasing ability can make up for his lack of experience. Box 331, care of Printers' Ink.

ADVERTISING MAN—Ten years' publishing, printing and advertising experience. Versatile writer with knowledge of layouts, typography, art, engraving, etc. Available for agency or department connection in Chicago or Middle West. Box 300, P. I., Chicago Office.

Executive—Office Manager—Seasoned Executive—Successful Organizer—Experienced in all financial matters. Proven ability in capacity as treasurer in installing and operating time and money-savings systems. Fifteen years' experience in agency field. A clean record of accomplishment is open to your investigation. Now. Box 330, P. I.

Wanted—Position as superintendent of mechanical departments of medium-size newspaper, or foreman of press-room and stereotyping departments. Thoroughly familiar with dry matrix. Experienced in color work. Been in present position eleven years. Thirty-five years old. Strictly sober; do not use tobacco. Address Pressman, Box 999, P. I.

ASSISTANT ADVERTISING MANAGER

I have a practical knowledge of all details incident to running an extremely busy advertising office. I have proven that I can handle my job, but am flexible enough to grow into your ways. I will be glad to show you how I sell goods. Address Box 317, Printers' Ink.

I can sell space

Over ten years of advertising experience with nationally known publications. Christian American, clean selling record Hustler. Would consider change
Box 304, Printers' Ink

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Printers

WE CONNECT THE WIRES

ART AND PRODUCTION DIRECTOR, over seven years in agencies and printing concerns, is ready for new connection. Pen and wash drawings, designs and lay-outs, copy writing, typography, engraving and electrotyping for direct-mail advertising, are in his repertoire. "Well informed in this field and possesses taste and judgment." Age 29, not married, well groomed, of sterling character; no territory limits; asking \$3,000. No. 4992-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Advertising Manager or Assistant—7 years' experience includes selling, copy-writing, layout, buying printing, art-work, and engraving. College graduate, age 29. Now located in western New York. Present salary, \$75. Box 307, Printers' Ink.

AGENCY CONNECTION

Four years advertising and sales promotion experience with three of nation's largest advertisers. Advertising detail, sales correspondence, house organ editing. Four years retail selling. Age 26. Good education, good appearance, excellent references. Box 309, Printers' Ink.

A Copy and Plan Man and An Artist

Executives in an Agency handling many diversified accounts for the past two years, desire new connection with a future, preferably together. Salary requirements reasonable—ages 24 and 25, unmarried, college trained. A scrap book will be gladly sent for examination. Box 994, Printers' Ink.

Advertising Man

Three years of unusual experience in Magazine and Newspaper advertising. Above the average knowledge of Types, Cuts and Layouts. Have planned Sales Letters and Campaigns. Creative and executive ability. Good education, excellent reference. Age 28, single. Now employed. Desires position in Phila., Pa., offering advancement.

Box 1000, Printers' Ink

COPY WRITER

With two years' experience small agency specializing in automotive field as Office and Production Manager desires to develop copy ability to fullest extent. An additional eight years of varied experience as stenographer, clerk, accountant, etc., has supplied a business background that would be particularly valuable to a small organization that can use an all-around advertising man with executive ability. Age 27, salary open. Address Box 326, care of Printers' Ink.

MONOTYPE OPERATOR with 12 years' experience—keyboard and combination—will be available about November 15. Some experience in advertising and copy editing. Well recommended. Box 312, Printers' Ink.

CIRCULATION MANAGER

wanted for a Masonic magazine. Good salary plus liberal commission. Large opportunity for future earnings for a hustler; Middle Western city, 65,000 population. Box 334, Printers' Ink.

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF PRINTERS' INK, published weekly at New York, N. Y., for October 1, 1922.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of **PRINTERS' INK** and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, **Printers' Ink Publishing Co.**, 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, Frederick C. Kendall, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: **Printers' Ink Publishing Co.**, 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 2d day of October, 1922.

GEORGE MOTTE.

(My commission expires March 30, 1924.)

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Outdoor Advertising

NATION WIDE

110,000,000
CIRCULATION

THE STORY

of Outdoor Advertising is not one of lineage and reader interest.

It is a story of spaces so big that they are measured in feet instead of lines and of reader interest or so great that none of any race or creed can or would avoid the messages it carries.

Thos. Gusack Co.

CHICAGO

HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS.



Chicago Tribune Strength in Chicago

WHETHER you want to influence The Chicago Territory comprising Illinois, Indiana, Iowa, Michigan and Wisconsin, or merely Chicago and its suburbs—in either case your medium is The Chicago Tribune.

During the past two years the circulation of The Tribune on week days in Chicago and suburbs has increased 25%. Other papers have declined. As a result The Tribune now has far more *local* circulation than any other paper—not only on Sunday, but also on week days.

**The TRIBUNE is first in
Chicago**